News release

For immediate release

Cogeco Diffusion Renews Partnership with the Quebec Foundation for Athletic Excellence Until 2020

Cogeco Diffusion has announced a renewal of ties with the Quebec Foundation for Athletic Excellence (FAEQ) - as a prestige communications partner and sponsor, in order to financially support worthy student-athletes in Quebec.

The five-year agreement comprises a broadcast air-time investment estimated at $460,000 annually in addition to a monetary donation of $100,000 distributed in $20,000-worth of bursaries each year under the FAEQ's sponsorship program.

Each year, Cogeco Diffusion will produce 25 French-language and 25 English-language short clips featuring the Foundation's bursary recipients and partners. These clips will be broadcast in both winter and summer on French-language stations 98.5 FM and *Radio Circulation* 730 AM, as well as on 92.5 The Beat.

"We are extremely proud to contribute to the success of Quebec athletes. Values such as excellence, education, discipline, and respect are shared by both the Foundation and Cogeco Diffusion," remarked Mr. Richard Lachance, President and Chief Executive Officer of Cogeco Diffusion. "We are thrilled to help youth who excel both academically and athletically. These young people are models of discipline, perseverance, and success, and are the future leaders of Quebec's society."

Cogeco Diffusion supports the FAEQ's values by granting bursaries that reward excellence in academic achievements (**Academic Excellence Bursary**), that encourage a healthy balance between athletic and academic pursuits (**Academic and Athletic Support Bursary**), or that highlight the courage and determination of a single recipient (**Pat Burns Perseverance Bursary**).

"This year, the Foundation celebrates its 30th anniversary, and we're very pleased to welcome the arrival of spring with the renewal of the agreement with Cogeco Diffusion – supporters of ours since 2010. We need partners like Cogeco Diffusion to assist us with the financial support of close to 425 student-athletes each year. In addition, we greatly benefit from the media platform and breadth of visibility that Cogeco provides with the radio broadcasting throughout Quebec of clips on our talented athletes. It is vital for our bursary recipients, partners, and the Foundation itself to be known and recognized across Quebec in order for us to succeed in our mission," stated FAEQ President, Mr. Claude Chagnon.

Academic and Athletic Profiles of the Five 2015 Cogeco Diffusion Bursary Recipients

Samuel Bélanger-Marceau / Short Track Speed Skating

April 14, 1992 – Saint-Bruno

Academic Excellence **$4,000**

- Participated in his first World Cup in October 2014 in Montréal
- Finished 7th in the 1000m and 6th in the 5000m relay at the Universiades 2015 in Granada, Spain
- Studies Physiotherapy at McGill University and maintains an academic average of 3.3 out of a possible 4.0
- Samuel is an explosive, powerful skater who, despite injuries, always succeeds in making a place for himself among the best sprinters. He is working to improve his endurance in longer-distance races, and on specific technical skills. He wishes to be among the highest-ranked Canadians at the 2015 National Championships, and in the longer-term hopes to participate in more international competitions. Once his sporting career is over, he would like to work in the field of physiotherapy.

Maximilien Van Haaster / Fencing (Foil)

June 19, 1992 – Montréal

Academic Excellence **$4,000**

- Silver Medallist at the 2014 Senior Pan American Championships in Costa Rica
- Bronze Medallist at the Senior Canadian Championships in 2014
- 8th at the 2014 Senior Team World Cup in Lowe Von Bonn, Germany
- Studies Kinesiology at McGill University and maintains an academic average of 3.5 out of 4.0
- Maximilien is a foilist with very strong legs, who approaches each training session and competition with a great deal of intensity. He has recently begun working with a Sports Psychologist to improve his mental preparation for competitions, as well focusing on his timing and distance. He wishes to finish on the podium at the upcoming Pan American Games, and rank in the Top-8 at the World Championships. Once his Bachelors of Kinesiology is completed, Maximilien would like to pursue a Masters degree in Exercise Physiology.

Dianna Ros / Basketball

December 16, 1991 – Montréal

Pat Burns Perseverance Bursary **$4,000**

- Starting Guard, McGill Martlets, the 2014-2015 Quebec University Champions
- Named to the RSEQ's Second All-Star University Team for the 2014-2015 season
- She has the best Assist to Turnover ratio at 2.0, and the best Assists per Game ratio at 4.1 in 16 matches in the RSEQ University league in 2014-2015
- Member of Team Canada that finished in 7th place at the Universiades 2013 in Kazan, Russia
- Studying for a Master's in Physiotherapy at McGill University, maintains an academic average of 3.35 out of 4.0
- Dianna is a player with a great shot, solid ball-handling skills, and excellent game instincts. She became a true leader with her team in her 3rd year of university play, which helped her team finish with the best results in McGill Martlet history. In her career post-basketball, she wishes to become a physiotherapist specializing in the treatment of individuals suffering from neurological issues. When she has free time, she returns to her high school to assist coaches there.

Adriane Provost / Road and Track Cycling

December 19, 1992 – Terrebonne

Academic and Athletic Support Bursary **$4,000**

- 4th in the Road Race and 6th in the Time Trial in the U-23 category at the 2014 Canadian Cycling Championships
- 11th at the 2014 White Rock, Vancouver Road Race
- Studies Technical Nursing Practise at *Collège Bois-de-Boulogne*
- Adriane is an athlete who has had to face numerous obstacles during her career. Despite challenges, she has worked to develop effective peloton strategies, to help her stand out on the international scene. She is hardworking with a great deal of endurance, and excels in time trials. She has her sights set on the podium at this summer's Canadian Cycling Championships and in the long-term, is aiming to return to the World

Championships. After her cycling career, she wishes to be a pediatric nurse specializing in an area such as perinatal, emergency, critical or operating room care.

Samuel Reiher / Waterpolo

March 16, 1997 - Longueuil

Academic and Athletic Support Bursary **$4,000**

- 10th at the 2014 Youth World Championships in Istanbul, Turkey, as goalkeeper on the U-18 Canadian Team
- 5th at the 2014 Tiszaviràg Cup in Szeged, Hungary
- Studies Health Sciences at the *Cégep Édouard-Montpetit*
- Samuel is a quality goalkeeper who always keeps track of his objectives and rarely feels defeated by a bad goal he might let in. He is working to improve his consistency in front of the net as well as communication with teammates. His goal is to become a member of the Canadian Senior Team and train with them in Calgary. Although not committed to a particular career path after water polo, he is interested in health sciences. He also dreams of one day playing professional water polo in Europe.

About Cogeco Diffusion

Cogeco Diffusion, one of Québec's largest radio broadcasters, is a subsidiary of COGECO Inc., a diversified communications company with subordinate voting shares listed on the Toronto Stock Exchange (TSX: CGO). Cogeco Diffusion operates thirteen (13) radio stations across Québec including: Rythme FM, CKOI FM, 98.5 fm, 92.5 The Beat and Radio Circulation 730 AM in Montréal; FM 93 and M FM in Québec City; CIME FM in Saint-Jérôme; Rythme FM Sherbrooke as well as Rythme FM Trois Rivières. Cogeco Diffusion also operates Cogeco News, one of Québec's largest news agencies, feeding 24 affiliate, independent and community radio stations and also owns Cogeco Métromédia outdoor.

About the Quebec Foundation for Athletic Excellence: UNITED for SUCCESS

In 2015, the FAEQ will celebrate 30 years of success, conviction, and commitment. Armed with a new theme - **"United for Success"** - the Foundation will announce numerous renewals and new partnerships with leading businesses over the course of the year. The Foundation is unique, thanks to its personal approach, diligent management, and influential role in the realm of sport and education. The Foundation will distribute 1.2 million dollars in bursaries to more than 425 student-athletes throughout Quebec identified as *Espoir, Releve, Elite*, or *Excellence* level. The Foundation's bursaries reward academic excellence, encourage balancing high performance sport and academics, highlight leadership and recognize perseverance. The FAEQ is moved to action by a genuine desire to **unite** with former bursary recipients and sponsors **in** the **success** of current bursary recipients, thereby making a difference in their academic, athletic, and/or personal development. **Visit** the Foundation's web site at **faeq.com** and click **"Like"** on its Facebook page at: **FAEQ – Fondation de l'athlète d'excellence du Québec**.

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