News release

For immediate release

Cogeco and Quebecor make joint $100,000 donation to support Fonds Jean-Lapierre

Montréal, June 14, 2018 — The **Fondation Madeli-Aide pour l'éducation** today announced a financial contribution of $100,000 over five years from Cogeco Media and Quebecor to the Foundation's **Fonds dédié Jean Lapierre.** The donation will help secure the future of the *Bourse d'excellence Jean-Lapierre*, a scholarship created in 2017 in memory of the distinguished Magdalen Islands native and statesman who was for many years a contributor, commentator and political analyst on TVA and LCN, as well as on Cogeco Media radio stations 98.5 in Montréal, FM 93 in Québec City and 106.9 in Trois-Rivières.

"The Foundation is very pleased to receive these major donations from Quebecor and Cogeco Media," said Line Cormier, President of the Fondation Madeli-Aide pour l'éducation. "This contribution to the Fonds dédié Jean-Lapierre will enable us to award scholarships for years to come to young Magdalen Islands residents who wish to leave home to continue their studies, as Jean Lapierre did at age 16, in order to prepare for successful careers."

"Having worked with Jean Lapierre for nearly 20 years and seen his desire to promote and support the region where he was born, I know that this joint $100,000 donation over 5 years will be put to very good use," said Michel Lorrain, Executive Vice-President of Cogeco Media. "We are honoured to link Cogeco Media's name to Jean's in such a worthwhile and noble cause: promoting education and supporting academic perseverance and success."

"Jean loved the islands and this donation by Quebecor honours the memory of our dear friend and colleague," said Serge Fortin, Vice-President, TVA Nouvelles, TVA Sports and QMI Agency. "It's also a way for us to keep alive Jean's philanthropic legacy. He established the Fondation Madeli-Aide more than 20 years ago and we are proud to continue supporting youth and education, two vital factors in the development of a strong society."

About the Fondation Madeli-Aide

The Fondation Madeli-Aide pour l'éducation promotes education and helps students stay in school and succeed in their studies. It is administered by Magdalen Islands natives living in the Montréal and Québec City areas. The Foundation raises money through activities such as lobster dinners in Québec City and Montréal aboard the MS C.T.M.A. Vacancier to fund scholarships for Magdalen Islands students who must leave the islands to continue their studies. It also provides financial support to the Groupe pour la persévérance scolaire (GPS) to help it carry out projects aimed at promoting academic success and reducing the drop-out rate in Québec's archipelago. Since its creation in 1998, the Foundation has awarded more than 1,500 scholarships worth a total of nearly $1.9 million. For more information, see the Foundation's website at www.madeli-aide.org.

About Cogeco Media

Cogeco Media, a wholly owned subsidiary of Cogeco Inc. (TSX:CGO), owns and operates 13 radio stations across Québec, including 98,5 fm in Montréal, 106,9 fm in Mauricie, 107,7 fm in Estrie and 104,7 fm in Outaouais; member stations of the Rythme FM network: 105,7 in Montréal, 100,1 in Mauricie and 93,7 in Estrie; CIME 103,9 in St-Jérôme, 96,9 CKOI, The Beat 92.5 and Radio Circulation 730 AM in Montréal, as well as FM 93 et M102,9 in Québec City. Leaders in their market, Cogeco Media's stations reach more than 5 million listeners each week offering various and complementary radio programs serving a wide range of audiences. It also owns Cogeco Nouvelles, the largest private radio news agency in Québec.

About Quebecor

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

Quebecor (TSX: QBR.A, QBR.B) is headquartered in Québec. It holds an 81.53% interest in Quebecor Media, which employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports people working with more than 400 organizations in the vital fields of culture, health, education, the environment and entrepreneurship.

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