



PRESS RELEASE

For immediate release

**Institut universitaire de cardiologie et de pneumologie de Québec Foundation
Pierre-Karl Péladeau, President of the Fundraising Campaign,
Announces \$2 million Donation from Quebecor**

Montréal, February 13, 2014 — Quebecor today announced a \$2 million donation to the Foundation of the Institut universitaire de cardiologie et de pneumologie de Québec (IUCPQ Foundation) to kick off its fundraising campaign. The slogan for the fund drive is *Laissez parler votre coeur*, or “let your heart speak.” Pierre-Karl Péladeau, Chairman of the Board of Hydro-Québec and Vice Chairman of the Board of Quebecor Inc., will serve as President of the campaign, which has a \$30 million target. In addition to its monetary contribution Quebecor will promote the fundraiser in its multiple media outlets.

Funds raised will go toward five priority projects identified by the IUCPQ: creating specialized cardiac procedure rooms, expanding the regional laboratory of sleep-related breathing disorders, creating a Knowledge Centre, developing and supporting research in areas such as more effective treatment and prevention programs, and financing a dedicated fund for prevention and rehabilitation.

Mr. Péladeau has assembled a winning team of high-profile figures to ensure the campaign’s success, including René Angélil, Alban D’Amours, Daniel Gauthier, Sam Hamad, Régis Labeaume, Sister Carmelle Landry of the Sœurs de la Charité de Québec, Pierre Lavoie, Robert Lepage, Agnès Maltais, Brian Mulroney and Hervé Pomerleau, who will serve as Campaign Governors. The Campaign Board will include Alain Bouchard, Yvon Charest, André Couture, Michel Delamarre, Daniel Doyle, Jean M. Gagné, Louis Garneau, Jean-Yves Germain, Stephan Huot, Jean Leclerc, Christian Lessard, Geneviève Marcon, Marie-Josée Nadeau, Jean Raby and Michael Sabia.

“In Québec we are blessed with an outstanding quality of life, and our healthcare system is a big part of that: everyone has access to high quality care and the right to be treated with dignity,” noted Pierre-Karl Péladeau. “I believe it is vitally important to invest in the community, to support individuals and organizations that are working for the common good. Our health and medical research institutions are prime examples. The specialists at the Institut universitaire de cardiologie et de pneumologie de Québec are giving us the greatest gift of all: keeping us alive and healthy!”

“The IUCPQ serves 30% of Québec’s population and performs more heart surgeries and transplants than any other hospital in the province. This is an opportunity to give generously to support healthcare and medical research in Québec. My father taught me a valuable lesson: ‘When you have been given a lot, it’s important to give a lot back.’”

About the IUCPQ Foundation

Its task is to promote and support the efforts of the IUCPQ, whose primary mission is to improve the health of patients suffering from cardiopulmonary diseases and obesity-related diseases. Furthermore, the Foundation makes it a principle to promote prevention by encouraging people to adopt a healthy lifestyle. In 2012, the Foundation gave almost \$3 million for the purchase of equipment and for grants related to research and teaching.

About the IUCPQ

Every year, close to 15,000 patients are hospitalized, about 25,000 patients are admitted to the emergency room, and over 100,000 patients receive ambulatory care at the Institute, which is affiliated with Université Laval. Notably, it offers specialized and ultraspecialized health care and services for the treatment of cardiopulmonary diseases and obesity-related diseases. The physicians and health-care professionals working at the Institute have great expertise and contribute to progress in medical science, research and teaching.

About Quebecor

Quebecor, a Canadian telecommunications, entertainment and news media leader, 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 firmly based in Québec. It holds a 75.36% interest in Quebecor Media, which employs nearly 16,000 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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