

**LA PRESSE WILL GO 100% DIGITAL BEGINNING IN 2018
FINAL PRINT EDITION TO BE PUBLISHED SATURDAY, DECEMBER 30, 2017**

Montréal, June 1, 2017 – Following the success of La Presse+, its digital tablet edition, La Presse will mark the end of an era and cease publication of its print edition on Saturday, December 30, 2017. In so doing, the Montréal daily will enter a new phase in its history, becoming a 100% digital media outlet.

ENTHUSIASM FOR LA PRESSE+ EXTENDS TO THE SATURDAY EDITION

After La Presse stopped publishing its print edition on weekdays, the vast majority of readers were quick to adjust their habits and adopt La Presse+, starting with the weekday editions but soon becoming Saturday digital readers as well. During 2016 alone, enthusiasm for La Presse+ translated into an impressive jump in readership of 18.7%,¹ bringing the average number of daily opens to more than 273,000 unique tablets.² In the past few years, advertisers have made the switch as well, as evidenced by the fact that 90% of ad revenues are now generated by La Presse's digital platforms.

“The massive adoption of La Presse+ is leading us to this next milestone in our digital transformation,” says Pierre-Elliott Levasseur, President, La Presse. “We realize that the end of the Saturday print edition will have an impact on a particular group of avid and faithful readers; namely, our longtime La Presse subscribers. That’s why we wanted to share this decision with them well in advance, to ensure a smooth and respectful transition. We also wish to thank them for their loyalty and unwavering support over the years. Special support measures will be introduced soon to help them switch over to La Presse+,” he adds.

AN EVOLVING ORGANIZATION

By permanently ceasing production of its print newspaper, La Presse will complete its transition to a 100% digital model. This transformation has led the company to rethink its work organization, including introduction of better-performing technology systems and tools. Taking into account those impacts and the prevailing media industry context, the company's transformation will result in a workforce reduction, affecting 49 regular and temporary positions. Transition measures will be offered to these employees. A voluntary departure program is in the process of being set up in collaboration with the unions. All departures will be spread out over a period extending into early 2018.

The number of La Presse newsroom employees remains higher than at the start of the La Presse+ project in 2011, against a backdrop of crisis in the media industry that has resulted in significant job reductions in newsrooms across Canada and North America.

“Staff reduction decisions are never easy to make, but La Presse must continue to adapt its organizational structures to the realities of its digital model,” Mr. Levasseur notes. “At the same time, we can rely on a model that has the potential needed to support the largest newsroom in Québec and to continue delivering news and information of the highest quality – the latter being a fundamental element of a democratic society,” he concludes.

La Presse's partnership agreements with contractors, distributors and newspaper carriers will also come to an end with the elimination of the print edition. The company thanks them for their excellent work over so many years.

As the digital news leader in Québec, La Presse is embarking on an important new chapter in its rich history. The company wishes to thank all of its advertisers and employees, as well as the readers of La Presse+, for their daily support.

ABOUT LA PRESSE

La Presse is a French-language news medium of record in Canada whose content is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. La Presse is known for its distinctive, rich and diversified coverage of news and current events. The recipient of numerous awards for the quality of its content and its design, La Presse is also recognized for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its free-subscription digital tablet edition, fully leverages the multi-function capabilities of tablets to deliver the most comprehensive news and information experience ever from Québec's largest newsroom.

Sources:

- 1) Localytics: December 2016 vs. December 2015.
- 2) Localytics: Average of 273,164 unique opens in February 2017.

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