



PRESS RELEASE
For immediate release

La Presse integrates single sign-on on all its platforms

MONTREAL, July 28, 2020 – As of this week, La Presse innovates again by deploying its sign on authentication strategy on the La Presse+ app platform for tablets, and on its website, in order to allow its readers to access La Presse's content. As part of the already widely deployed sign on strategy on its mobile app, the approach allows users to sign on only once per platform, and remain logged on. This will allow advertisers to further benefit from a marked increase in the targeting of campaigns and the accuracy of the audiences sought, thanks to much more precise targeting.

A response to the disappearance of third-party identifiers

"This solution is great news for our advertising partners," said Laurent Benamou, Vice President of Sales and Operations at La Presse. "With the imminent disappearance of third-party identifiers such as cookies and mobile identifiers, this strategy will help our advertisers to reach a readership that is engaged, concerned about privacy and willing to view rich and relevant advertising content."

In concrete terms, advertisers will be able to better capture consumers' attention, control the frequency of their messages in the right place and at the right time, thanks to targeting by identifier, rather than by device.

The integration of the unique identifier also facilitates connection to all of La Presse's platforms, while maintaining the application of rigorous privacy protection principles among its readership. La Presse has recently updated its privacy policy to ensure that the personal information entrusted to it is protected by the most up-to-date security measures. La Presse is committed to ensuring that the data collected is not sold to third parties.

"In fact, this innovative solution enriches the relationship of trust between our advertising partners and our readership, which is often active across several platforms. At the same time, La Presse is consolidating its leadership in creativity and digital advertising support in Quebec," concluded Laurent Benamou.

About La Presse

La Presse is Canada's French-language news medium of record, whose content is distributed on several platforms, including a digital edition for tablets, mobile applications and the Web. 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 known 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 multifunction capabilities of tablets to deliver the most comprehensive news and information experience ever from Québec's largest newsroom.

– 30 –

Information

Florence Turpault-Desroches
Senior Director, Communications and Fondation La Presse
514-285-7000, ext. 6562
fturpault-desroches@lapresse.ca