

MICHAEL VALENTINO APPOINTED PROGRAMMATIC SALES LEAD

Montreal, September 21 2020 – Laurent Benamou, Vice President of Sales and Operations at La Presse announced today the appointment of Michael Valentino as Programmatic Sales Lead, as part of La Presse's Toronto sales team.

In his new position, Michael Valentino will be responsible for contributing to the growth of sales and programmatic revenues, maintaining and developing existing agreements, while seeking new partnerships to maximize business objectives and optimize advertising strategies. He will play a key role within the Toronto team, ensuring the implementation and execution of programmatic strategy, while pursuing new opportunities for the growth of La Presse's programmatic sales.

"Throughout his career, Michael has developed strong skills in online advertising, digital marketing and programmatic skills. The media industry is in constant evolution and his expertise, both in digital advertising sales and in the media industry, will undoubtedly be an important asset to our team as we continue to develop our advertising offering and La Presse's positioning in the Toronto market," said Laurent Benamou.

Prior to joining La Presse, Michael Valentino worked for the Canadian press group Torstar, among others, as an account manager for digital product sales and as a digital campaign specialist. He was previously an account manager for Suite 66, an online media sales organization. "I'm more than excited to join the La Presse team and take on the programmatic duties of the Toronto office. It's a privilege to represent such an iconic brand that has paved the way for digital transformation for publishers, not only in Quebec, but across Canada, and to work with such a talented team". Michael Valentino takes up his position today. He will report to Sam Bevacqua, General Manager for La Presse in Toronto.

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.

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Information

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