

**PRESS RELEASE**

*For immediate distribution*

**Agreement with Quebecor Media  
Mediagrif acquires Jobboom and Réseau Contact**

**Longueuil, May 31<sup>st</sup> 2013** — Mediagrif Interactive Technologies (“Mediagrif”), a leading provider in e-commerce solutions, and Quebecor Media have reached a definitive agreement whereby Mediagrif will acquire Jobboom on June 1<sup>st</sup> 2013, and has agreed to acquire Réseau Contact on or around October 31<sup>st</sup> 2013, the latter transaction being subject to technology transfer conditions. Total financial compensation for the deal will reach \$65 M. Both acquisitions will count towards Mediagrif’s bottom line as soon as they are completed.

“We are happy to welcome and unite within Mediagrif the Jobboom and Réseau Contact teams. These acquisitions represent a unique opportunity for Mediagrif to have these two prominent brands join up with the well-known LesPAC.com brand, bringing new networking possibilities to Jobboom.com, RéseauContact.com and LesPAC.com’s millions of members. Through this transaction, Mediagrif will gain a first-rate web presence in Quebec,” said Mr. Claude Roy, president and CEO of Mediagrif. “We are also pleased that we will be working with Quebecor Media to capture additional synergies by developing our business relationship beyond this transaction”, added Claude Roy.

“We are particularly happy to see these two platforms remain in the hands of a well-established Quebec company. This deal will keep jobs and management here in Quebec,” said Mr. Robert Dépatie, president and CEO of Quebecor Media. “Confident that these two platforms will continue to grow in the hands of such an e-commerce leader, Quebecor intends to remain a partner of Mediagrif,” added Mr. Dépatie.

Jobboom is a Quebec leader in online recruitment and an expert in labour market intelligence. Its mission is to match the needs and aspirations of employers, jobseekers, students and freelancers, and to help its members achieve and exceed their objectives. Réseau Contact is Quebec’s most popular dating site with more than a million members.

**About Mediagrif Interactive Technologies Inc.**

Mediagrif Interactive Technologies Inc. (TSX: MDF) delivers innovative e-commerce solutions to businesses since 1996. Its web platforms enable clients to find, purchase and sell products, exchange information, gain access to business opportunities and manage supply chain collaboration with greater speed and efficiency. The Company provides e-commerce solutions in the fields of electronic components, computer equipment and telecommunications, medical equipment, automotive aftermarket, wine and spirits, diamonds and jewelry, classified ads, supply chain collaboration and government opportunities. Mediagrif has its headquarters in Longueuil and has offices in North America and Asia. For more information, please visit us at [www.mediagrif.com](http://www.mediagrif.com) or call 1 877 677-9088.

**About Quebecor Media Inc.**

Quebecor Media Inc. is a subsidiary of Quebecor Inc. (TSX:QBR.A) (TSX:QBR.B), one of Canada's largest holding companies operating in the telecommunications and media businesses. With more than 16,000 employees, Quebecor Media Inc., through its subsidiary Videotron Ltd., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access services, cable telephony and mobile telephony. Through Sun Media Corporation, Quebecor Media Inc. is the largest publisher of newspapers in Canada. It also operates Canoe.ca and its network of English- and French-language Internet properties in Canada. In the broadcasting segment, Quebecor Media Inc. operates, through TVA Group Inc., the number one French language conventional television network in Québec, a number of specialty channels and, through Sun Media Corporation, the English-language SUN News channel. Another subsidiary of Quebecor Media Inc., Nurun Inc., is a major interactive technologies and communications agency with offices in Canada, the United States, Europe and Asia. Quebecor Media Inc. is also active in magazine publishing (Publications TVA Inc.), book publishing and distribution (Sogides Group Inc., CEC Publishing Inc.), the production, distribution and retailing of cultural products (Archambault Group Inc., TVA Films), sporting and cultural event management (Event Management GesteV Inc.), video game development (BlooBuzz Inc.), DVD, Blu-ray disc and videogame rental and retailing (Le SuperClub Vidéotron Itée), the printing and distribution of community newspapers and flyers (Quebecor Media Printing Inc., Quebecor Media Network Inc.), outdoor advertising (Quebecor Media Out of Home), news content production and distribution (QMI Agency), and multiplatform advertising solutions (Quebecor Media Sales).

**Forward-Looking Statements**

This press release contains certain forward-looking statements. These forward-looking statements, by their nature, necessarily involve risks and uncertainties that could cause actual results to differ materially from those contemplated by these forward-looking statements. We consider the assumptions on which these forward-looking statements are based to be reasonable, but caution the reader that these assumptions regarding future events, many of which are beyond our control, may ultimately prove to be incorrect since they are subject to risks and uncertainties that affect us. We disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by applicable securities legislation. All amounts are in Canadian dollars.

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