



NEWS RELEASE
For immediate release

LAUNCH OF LA PRESSE+

New Digital Edition of La Presse for iPad, Now Available Exclusively on Newsstand

Montréal, April 18, 2013 – La Presse today launched La Presse+, its all-new, free-subscription digital edition for iPad, available now on Newsstand. After three years of research and development and a \$40-million investment, this new digital edition fully leverages the multi-function capabilities of the iPad and delivers the most comprehensive news and information experience ever from Québec’s largest newsroom. La Presse+ joins the existing platforms (print, Web, mobile) of the La Presse ecosystem.

“After three years of research and development, we are proud to offer users an innovative digital edition that will redefine the way they get their information, while maintaining La Presse’s DNA in terms of content quality,” said Guy Crevier, President and Publisher, La Presse. He added: “La Presse+ is an exceptional tool that enriches and expands upon the quality and depth of the news experience. We chose the iPad for its outstanding content-presentation abilities and its potential as an advertising vehicle. The iPad is also the most widely used tablet device among our subscribers, and the most popular in Québec. La Presse+ is being offered on a free-subscription basis, because we believe in the irreversible phenomenon of the availability of information free of charge on digital platforms. This launch is a significant milestone, and La Presse+ now becomes the flagship platform of our entire information ecosystem.”

La Presse+ delivers a comprehensive daily digital edition at 5:30 a.m., seven days a week, bringing subscribers the news in an interactive, user-friendly media environment that blends the best of print, Web and video. Content is presented in a distinctive, enhanced form with sophisticated visuals comprising text, interactive images, videos, photo galleries, tabbed folders and scrolling screens that enrich the news experience for readers.

Besides the daily edition, La Presse+ also enables users to stay on top of current affairs at all times with news delivered in real time. From the latest breaking news to sports results, weather forecasts and stock market quotes, the daily edition of La Presse+ is always up to date.

Enriched content and several exclusive features

With La Presse+, readers will have access to enriched versions of their favourite sections of the newspaper (News, Arts, Sports, Business, Food, etc.), columns and editorials, along with a multitude of content exclusive to the digital edition. For example, several new columnists and contributors, all well-known and influential, will be joining La Presse+ on a regular basis, providing columns and exclusive video capsules. Users will also have exclusive access to a brand-new section, Pause (“Break”), published Monday to Saturday with a different theme focus each day. Pause will accompany readers in their everyday lives, providing original, realistic and inspiring solutions for all lifestyle areas, including family, health, food, fashion, and more.

How to subscribe to La Presse+

The La Presse+ application is available now via Newsstand or at the microsite LaPressePlus.ca. After downloading the app, users complete a free-subscription process to receive their digital editions by 5:30 a.m. every day. La Presse+ is compatible with iPad 2 or later and requires iOS 6.0 or later.

To learn more

For detailed information about La Presse+, its navigation, functionalities, system requirements or the installation guide, visit LaPressePlus.ca. A press kit including press releases, technical specs, pictures, logos, images and high-resolution videos is available at lapresseplus.ca/medias_en.html.

About La Presse

La Presse is a French-language news medium of record whose content is distributed on several platforms, including mobile applications, the Web and paper. La Presse is known for its distinctive, rich and diversified coverage of news and current events. 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.

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