



NEWS RELEASE
For immediate distribution

LA PRESSE+ DELIVERS ENHANCED BREAKING NEWS FUNCTIONALITY

Montréal, February 17, 2014 – An update to the La Presse+ iPad app has been available since this morning from Apple’s App Store. In this latest version of La Presse+, the “En direct” (breaking news) space has been enhanced to include hockey results and weather forecasts. In addition, readers can now define favourite sections to customize the order in which they are displayed in the breaking news feature. Breaking news stories are accessed by tapping the antenna button on the front page of La Presse+ (the tablet must have an active Wi-Fi connection).

In addition to these new La Presse+ features, an update to the La Presse Mobile app for iPhone is now available, with several improvements including a renewed look and feel and simplified downloading of content for offline reading.

These changes to La Presse+ and La Presse Mobile deliver an enriched news and information experience for tablet and smartphone users who want to stay on top of breaking news throughout the day.

About La Presse

La Presse, North America’s French-language news medium of record, is distributed on several platforms, including an iPad digital edition, mobile applications, the Web and paper. Its content features 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 digital edition for iPad, fully leverages that tablet’s multi-function capabilities to deliver the most comprehensive news and information experience ever from Québec’s largest newsroom.

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Information

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