Cannes, October 16, 2017 - Cineflix Media Inc., with the support of Fonds Québecor and SODEC (SODEXPORT), today announced the launch of the Cineflix International Development Initiative for Québec content; an initiative that aims to support the adaptation for the international anglophone market of scripted programs and French-language television formats created by Québec producers.

The Cineflix international development initiative for Québec content is jointly funded by Cineflix, the SODEC (Society for the Development of Cultural Enterprises), through the SODEXPORT program, and by the Program d'aide à l of the Quebecor Fund. Under the first phase, $ 750,000 will be provided to invest in a number of projects over the next two years. The initiative, which is open to all Quebec producers, aims to build on the success of existing French-language television series by providing resources and funding to accelerate the development, production and export of English-language versions for the international market.

"Québec producers are creating innovative, documentary and documentary series for the Quebec market that are very successful and also offer untapped potential in the international market. This initiative will help Quebec producers develop new sources of revenue, enter new markets and continue to build the "Made in Quebec" brand on a global scale," said Pablo Salzman, Vice President, Commercial Affairs, Cineflix Media.

"We have seen the tremendous success of the Scandinavian television formats and we want to give our Quebec talent a chance to tackle the global market in the same way. This new initiative will foster the continued development of our national television sector," said Monique Simard, President and CEO of the Cultural Business Development Corporation (SODEC).

"This initiative is a tremendous opportunity to build on Quebec's creativity and showcase it on the international stage; there is no better partner to achieve this than Cineflix, a powerhouse of Montreal-based television production and distribution that understands the demands of the global market, "said Serge Thibaudeau, President and CEO, Fonds Quebecor.

The Cineflix international development initiative for Quebec content will focus primarily on the adaptation and development of scripted series, but it may also consider documentary content. Interested parties should contact the initiative's director, Pablo Salzman, to learn more about the mandate.

Cineflix Media Inc.

Cineflix Media specializes in the creation, production and distribution of popular, factual, scripted content for the global marketplace. With offices in Montreal, Toronto, New York, London and Dublin, the company produces about 200 hours of programming each year from a wide variety of genres that have a strong appeal on the international stage. With a growing catalog of more than 4,500 hours, Cineflix is ​​behind some of the most watched TV brands.

For more information :

Mark Ogle, OH Communications (for Cineflix)

+44 (0) 7789 981 561

[mark@ohcommuniations.co.uk](mailto:mark@ohcommuniations.co.uk)

Vanessa Marra

Cineflix Media Inc.

+1 514 576 1796

vmarra@cineflix.com