

Power Corporation of Canada donates \$1 million to the National Music Centre

(Calgary, AB — April 30, 2014) The National Music Centre (NMC) is pleased to announce that Power Corporation of Canada has donated \$1 million to the NMC building project.

The gift from the Montreal-based national corporation will be used to support the construction of the new NMC building, which is currently underway. The new NMC will open in 2016. This gift will be recognized in the new NMC building through the Power Corporation Innovation Stage, an exhibition space focused on telling the stories of musicians, inventors and industry builders whose innovations helped make music in Canada what it is today.

“Power Corporation is proud to work with NMC, an organization that shares our values of leadership and national pride. It is a beautiful building and we are excited to be a part of such an exciting national project,” said Paul Desmarais, Jr., Chairman and Co-Chief Executive Officer of Power Corporation and Co-Chairman of Power Financial Corporation. “Canadians have a lot to be proud of in regards to innovation in music composition, performance, technology and the music industry. It’s an honour to help tell these remarkable stories,” added André Desmarais, Deputy Chairman, President, and Co-Chief Executive Officer of Power Corporation, and Co-Chairman of Power Financial Corporation.

In February 2013, NMC broke ground on a new 160,000 square foot cultural centre in downtown Calgary. The building will have five floors of exhibitions dedicated to the preservation and sharing of Canada’s music story. This “Home for Music in Canada” will deliver an immersive, engaging and interactive visitor experience that tells the past, present and future of our country’s musical stories. The building will also feature workshops, sound labs, three recording studios, distance-learning classrooms and a radio station.

“It is inspiring to have a new national partner for this exciting journey. This project is about more than a building; it is about uniting Canadians through the power of music and our heritage. To have a company with the credibility and history of Power Corporation supporting us shows the value NMC has for all Canadians,” said Andrew Mosker, President and CEO of NMC.

NMC is currently raising funds for the new building and has raised over \$100 million towards the project.

About Power Corporation of Canada

Incorporated in 1925, Power Corporation of Canada is a diversified international management and holding company with interests in companies in the financial services, communications and other business sectors in North America, Europe and Asia. To learn more, visit powercorporation.com.

About the National Music Centre

The National Music Centre is the home for music in Canada and its mission is to amplify the love, sharing, and understanding of music. The new National Music Centre will be a 160,000 square-foot, architecturally stunning destination in the heart of Calgary's East Village. It will resonate with expanded programming including education, performance, artist incubation, and exhibitions. Learn more at nmc.ca.

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