



## MARTIN TREMBLAY JOINS JUST FOR LAUGHS GROUP

***Former President of Warner Bros. Interactive Entertainment and Ubisoft Montreal is named Executive Vice-President at Just for Laughs.***

Montréal, February 16, 2016 – The Just for Laughs Group is very proud to announce the nomination of Martin Tremblay, a global videogame and entertainment specialist, as Executive Vice-President, Strategy and Development. Martin Tremblay, who was President of Warner Bros. Interactive Entertainment since 2008 and who headed up Ubisoft Montreal from 2000 to 2006, will lead on a global basis the company’s growth in digital and televisual and he will also open an office in Los Angeles. This nomination demonstrates Just for Laughs Group’s desire to become a more important player on the international scene.

“Martin Tremblay’s expertise, experience and knowledge of entertainment on an international level is an important asset to ignite Just for Laughs’ global activities,” said Gilbert Rozon, Founder and President of Just for Laughs Group.

“I am honored to join Just for Laughs and its talented teams. It is such a dynamic company that established itself with the success of its festivals, its television programming and its digital presence around the world. The company has what it takes to succeed on the international scene and become another shining example of a successful Quebec company,” said Martin Tremblay.

Martin Tremblay’s record is impressive. An undergraduate in business from Laval University, he went on to complete a graduate MBA degree at Sherbrooke University, and then earned his stripes in the family’s business for some 10 years. In 1999, he started to work in the videogame industry by becoming Vice-President Finance and Administration at Ubisoft Montreal, and then named President and CEO in 2000, he remained at Ubisoft Montreal until 2006, when he was named President Worldwide Studios of Vivendi Games in Los Angeles.

From 2008 to 2015, Martin Tremblay was at the helm of Warner Bros. Interactive Entertainment (WBIE), a division of the entertainment giant dedicated to videogame. He served on the board of the Electronic Software Association and the Academy of Interactive Arts and Sciences. He also served on the board of the Montreal Metropolitan Chamber of Commerce and the French Chamber of Commerce in Canada. He was a member of the Young President Organization (YPO).

### **About the Just For Laughs Group**

Founded in 1983, the Just for Laughs Group has four business units: Festivals, in Montreal, Toronto, and Sydney; television production, Gags seen in 135 countries and on 95 airlines and Stand-up Specials; live shows, such as Canadian tour dates for Jerry Seinfeld, Craig Ferguson, John Cleese, the Capital One Just for Laughs Comedy Tour; and talent management. The Just for Laughs Montreal Comedy Festival is the world's largest and most prestigious comedy event welcoming more than 1.3 million people each summer. The Group has offices in Montreal, Paris, Toronto, New York and London. The mission and passion of Just for Laughs: develop and produce humor in all its forms.

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Source:

Jean-Nicolas Gagné  
Director, Public Affairs  
Just for Laughs  
514-845-3155