



New Positioning for La Cage aux Sports

The Quebec Chain Becomes *La Cage – Brasserie sportive*

Boucherville, Monday, September 28, 2015 – On Monday evening, Jean Bédard, President and Chief Executive Officer of Sportscene Group Inc. (SPS.A / TSX Venture Exchange), revealed the Cage’s new brand image and positioning at the Boucherville restaurant. After undergoing many changes since Louis-François Marcotte was appointed Vice-President, Restaurant Operations, La Cage aux Sports is giving itself a makeover and becoming ***La Cage – Brasserie sportive***.

Quebecers’ restaurant tastes and habit are evolving and *La Cage – Brasserie sportive* therefore has to adapt to the eating habits of increasingly knowledgeable customers.

“This is a significant shift for La Cage,” explained Jean Bédard. “Over the last several months, we have tested a number of menu changes in some of our restaurants, as a result of which we saw a substantial increase in customer traffic. The next logical steps are to undertake the upgrading of all of our units and to revamp our visual identity.”

The *La Cage – Brasserie sportive* concept is built on food, beer and sports. In the coming years, its customers will welcome a number of enhancements, especially with respect to the food offering, while still enjoying their favourite restaurant’s unmatched sports ambience.

“Without turning our backs to La Cage’s classics and DNA, we are committed to providing customers with a greater choice of fresher, tastier and more flavourful dishes, which is why we now make our own sauces, marinades, salad dressings and batter,” stated Louis-François Marcotte. “Our beer menu has also been upgraded and now offers a larger selection.”

As part of this new positioning, everything has been updated and improved - the menu, logo, layout, website and its mobile version, waiters’ uniform – to make La Cage a more modern sports brasserie with a sleek design. The goal is to retain our long-time customers while also attracting younger, generation Y consumers, in order to build our clientele for the next thirty years.

“The network makeover will extend over a period of two to three years,” estimates Jean Bédard, President and Chief Executive Officer of Sportscene Group Inc.

About *La Cage – Brasserie sportive*

Sportscene Group is a pioneer and a leader in the Quebec restaurant industry. Its principal banner, *La Cage – Brasserie sportive*, today comprises **over 50** corporate, franchised and joint venture units throughout Quebec. With its modern décor, constantly updated menu and cutting-edge technology, the *La Cage – Brasserie sportive* chain benefits from a unique positioning built on food, beer and sports and stands as a leader in the striving sports-themed restaurant niche in Quebec.

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Source: La Cage – Brasserie sportive

Information

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