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The infinite power of cable

PRESS RELEASE

For immediate release

VIDÉOTRON PROUD TO CO-SPONSOR NEW FILMFEST FOR CINEMA BUFFS

Montréal, August 3, 2005 -- Vidéotron announced today that it will provide financial support to the New Montreal Filmfest (FIFM), to be held from September 19 to 25, 2005. Vidéotron and Toyota will be co-presenters of the event.

All Vidéotron services -- cable television, video on demand, Internet, cable telephone and Canal VOX -- will help showcase the Filmfest by promoting its program and spotlighting its people.

"Our unique value proposition is distinguished by the superior quality of our products and the distinctive content we deliver," said Robert Dépatie, President and Chief Executive Officer of Vidéotron. "Our partnership with the New Montreal Filmfest is in keeping with our mission of giving customers the best possible user experience, since it will help bring premieres and exclusive content to the public." Mr. Dépatie was speaking at a press conference called to announce the FIFM's partners.

Details of Vidéotron's special activities in connection with the Filmfest will be announced shortly. "Private screenings, exclusive chat rooms on the High Speed Zone, red carpet coverage and retrospectives of the work of major directors and actors are only a few of the exciting events that movie-lovers will be able to enjoy, no matter where they may be, thanks to Vidéotron and the FIFM," said Mr. Dépatie.

SALLE VIDÉOTRON AND INFO-FILM VIDÉOTRON

The auditorium of the historic building on St-Denis Street south of Ontario Street that housed the Bibliothèque nationale will be transformed into a movie theatre in the evening, the "Salle Vidéotron," for the duration of the Filmfest. During the day, it will also be the site of FIFM press conferences and of certain industry related activities.

Cinephiles who want to make sure they don't miss anything at the first edition of this major new festival will be able to get full information about the Filmfest through the Info-Film Vidéotron service, which will have the answers to all their questions in one place. The information will be readily accessible through the Info-Film Vidéotron hot line (Montréal area: (514) 288-6730; toll free from the rest of Canada and the U.S.: 1 866 901-FIFM (3436)) and the montrealfilmfest.com Web site. Visitors to the site will be able to download and print out the full schedule.

THE VIDÉOTRON PUBLIC'S PRIZE FOR THE BEST CANADIAN FILM AND BEST SHORT FILM DIRECTOR

Vidéotron is proud to be not only the co-presenter of the Iris official competition and the FIFM international selection but also sponsor of the *Univers Latin* and two major awards, the Vidéotron public's prize for the best Canadian film and best short film director. Audience Awards for Best Canadian Film and Best Director of a Short Film.

Vidéotron will also present the Filmfest closing ceremony, in conjunction with Québecor Media, on September 25, 2005.

FILMS AND MORE FILMS

illico Digital TV: the ultimate in entertainment

Vidéotron, the only provider of Video on Demand service in its service area, recently became the first major cable company in Canada to make films produced by the prestigious Warner Bros Entertainment studio available through Video on Demand. It already had distribution agreements with the largest Québec distributors – Alliance Atlantis, Christal Films, TVA Films, Séville and Productions La Fête – as well as the U.S. major Universal. Vidéotron's *illico on Demand* service now boasts a catalogue of over 1,000 titles, including more than 600 films to this day.

In June, Vidéotron launched a barker channel to promote the films and other content available on the television channels it carries, including its Video on Demand service. The *illico Digital TV* line-up includes more than 60 movie specialty channels.

illico Digital TV delivers freedom of choice, full-featured interactivity and access to a host of exclusive services, combined with crisp, rich image, clear sound and robust reliability. Vidéotron's unique à la carte subscription option lets customers pick and choose among an impressive array of channels.

The New Montreal FilmFest, which will hold its inaugural edition September 18 to 25, 2005, is a prestigious competitive event open at once to films by acclaimed directors and first works by young newcomers, to producers of all stripes, to independent distributors as well as to major studios. The new Festival, supported by the major government film institutions, was launched with the goal of becoming Montreal's must-attend cinematic rendezvous, a showcase for new domestic and international fiction, shorts and documentaries. A long-awaited unifying event, the new Festival will bring together cinema professionals from across Canada and around the world in a convivial spirit for which Québec is famous.

Vidéotron Itée (www.vidéotron.com), a wholly-owned subsidiary of Québecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access services and residential telephone service. Vidéotron is a leader in new technologies with its *illico* interactive television system and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of June 30, 2005, Vidéotron served 1,443,000 cable television customers in Québec; including over 381,000 *illico* subscribers. Vidéotron is also the Québec leader in high-speed Internet access, with 568,000 subscribers to its cable modem and dial-up services. Vidéotron was also providing residential telephone service to more than 41,800 customers in Laval, Montréal South Shore and the West Island.