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**PRESS RELEASE**

***For immediate release***

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**Coming soon for NFL fans:  
NFL Sunday Ticket service on *illico Digital TV***

**Montréal, August 22, 2005** – Starting September 11, 2005, subscribers to Vidéotron's *illico Digital TV* service will be able to follow their favourite NFL teams on the NFL Sunday Ticket service. Fans of American football who subscribe to the service between now and October 31, 2005 will be able to watch all the Sunday games of the 2005-2006 season, which begins on Sunday, September 11, 2005 and continues until January 1, 2006, when the date of the last game of the season.

NFL Sunday Ticket is an all pro-football service that features football-related content and gives access to programming entirely dedicated to the largest professional american football circuit, every sunday of the regular season. Vidéotron *illico Digital TV* customers who subscribe to the service will get more than 250 games during the 17-week season and will be able to choose from a selection of up to 14 games on Sundays. The service will be available only in Montréal, Clarence-Rockland, Gatineau, Hull, Lachute, La Pocatière, Rivière-du-Loup, Sorel, Saguenay and St-Pascal.

NFL Sunday Ticket also delivers the latest football scores, NFL stats, exclusive programs and pre-game shows live from the NFL Sunday Ticket studios.

**Vidéotron Itée** ([www.videotron.com](http://www.videotron.com)), a wholly-owned subsidiary of Quebecor 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 serves 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. As of August 12, 2005, Vidéotron was also providing residential telephone service to more than 62,500 customers in Laval, Montréal South Shore and West Island, and Québec City.