

THE INFINITE POWER OF CABLE



QUEBECOR MEDIA

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NEWS RELEASE

More speed for Vidéotron Internet customers

Montréal, September 2, 2004 – True to its promise of providing its customers with ever more speed, Vidéotron today consolidated its market leading position in high-speed Internet services by announcing greater speed and data transfer for users of its High-Speed and Extreme High-Speed Internet services. From June 2003 to June 2004, customers of Vidéotron's cable modem Internet services increased by 95,000 and today stands at more than 473,000 who benefit from one of the lowest Internet access charges in North America.

High-Speed Internet

Over the coming months, High-Speed Internet customers will see their download speed (*from Internet to the computer*) increase from 4.1 mbps to 5.1 mbps, an increase of some 25 per cent.

Extreme High-Speed Internet

On Vidéotron's Extreme High-Speed Internet service, download speeds will be boosted more than 30%, from 4.5 mbps to 6.5 mbps.

A powerful network

To ensure its customers have access to a more reliable and high performance service, Vidéotron is investing nearly \$40 million in its hybrid fiber-coax two-way broadband network and Internet infrastructure this year. In May, one of the world's most efficient filtering system was activated on subscribers' e-mail boxes to intercept more than four million spams and 110,000 viruses daily, thus protecting Vidéotron's private Internet network customers.

Vidéotron ltée (www.videotron.com), a wholly-owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development and Internet access services. 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. Vidéotron serves 1,429,000 cable television customers in Québec; including over 287,000 *illico* subscribers. Vidéotron is also the Québec leader in high-speed cable Internet access, with 473,000 subscribers to its cable modem and dial-up services.

