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PRESS RELEASE

For immediate release

EXCITING CAREER OPPORTUNITIES

Over 100 positions to be filled

Montréal, August 3, 2004 – Following its landmark announcement last week of plans to introduce Voice over IP early next year, in partnership with Videotron Telecom Ltd., and deliver a highly reliable Internet-based residential telephone service backed by the customer support consumers expect, Vidéotron needs to fill over 100 positions for customer sales, after-sales service, and technical support representatives at its two South Shore customer contact centres in Saint-Hubert.

Vidéotron launches recruitment drive

Vidéotron will kick off its recruitment drive with a selection day on August 11, 2004. Candidates interested in a progressive career in an exciting and rewarding environment are encouraged to e-mail their résumé to vl.dotation@videotron.com or fax it to (514) 985-8827 **by August 9, 2004**.

These are attractive opportunities for people who want to grow in the industry. Vidéotron operates the largest customer contact centre on the South Shore. It offers a complete benefits package. For South Shore residents, there is the added advantage of being able to commute to work without crossing a bridge.

There is no specific educational requirement. The ideal candidate for a customer sales or after-sales service position would be bilingual and possess strong communication skills and selling skills. Technical support representatives should have a good command of the Windows and Mac environments and also be strong bilingual communicators. Details of the desired profiles and terms of employment are available on the www.videotron.com site, in the careers section.

Interviews will be held on Saturday, August 14. In view of the large number of applications expected, only the selected candidates will be contacted.

Vidéotron Itée (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 more than 473,000 subscribers to its cable modem and dial-up services.

Videotron Telecom Ltd., a wholly-owned subsidiary of Quebecor Media Inc., is a provider of business telecommunications services including local switch dial tone, long distance, high speed data transmission and Internet connectivity. Its network has over 8,400 km/cable in Québec and 2,000 km/cable in Ontario and reaches more than 80% of businesses located in the metropolitan areas of Québec and most of the business located in the major metropolitan areas of Ontario.