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PRESS RELEASE

For immediate release

**A BROADER SPECTRUM OF CHOICE:
VIDÉOTRON ANNOUNCES A WIDE RANGE OF NEW OFFERINGS
ON ITS *ILLICO* DIGITAL SERVICE**

Montréal, April 6, 2004 – Vidéotron's *illico* digital service grew at an unprecedented rate in 2003, achieving a net increase of 76,000 subscribers and a total customer base of over 240,000. Committed to continued innovation and more choices for subscribers, Vidéotron is announcing a wide range of new offerings on its digital *illico* service. New channels and services will be phased in between April 7 and 30.

New additions

- 12 digital specialty channels in Québec City*
- 22 channels in Ville Saguenay, Saint-Félicien, Rivière-du-Loup, Saint-Pascal and La Pocatière*
- 8 new channels in Montréal and Gatineau*
- City TV will be added throughout Québec
- Two religious channels will also be added to all Vidéotron grids:
 - EWTN, a global, commercial-free Catholic network offering commercial-free, family-oriented programming, ranging from daily live mass and devotionals, talk shows, concerts, teaching series and children's shows;
 - Salt + Light, Canada's Catholic network, broadcasting mainly in English, but also in French, Italian, Spanish and Portuguese; five program categories—prayer and devotionals, liturgy and celebration, faith and teaching, action and justice, and community and media.
- The Montréal and Gatineau regions will get a new ethnic channel, Festival Portuguese, broadcasting a mix of sports, novellas, films, talk shows, children's programs and news from Portugal and around the world, along with coverage of Canada's Portuguese-speaking community.

* The full list of new digital channels is provided in specific press releases for each region.

The *illico* service will also be upgraded with the addition of the following **High Definition** channels:

- In every region of Québec where *illico* is available, the basic HD package consisting of NBC, CBS, ABC, PBS, Rogers Sportsnet and an HD pay-per-view channel from Viewer's Choice;
- In addition to the basic package, the HD line-up will be enhanced with five new HD channels (City TV, Fox, CTV Toronto, The Movie Network and a second HD pay-per-view channel from Viewer's Choice) in Montréal, Gatineau, Ville Saguenay, Saint-Félicien, Rivière-du-Loup, Saint-Pascal and La Pocatière.

Vidéotron, the undisputed leader in home entertainment, lets customers watch what they want when they want. On March 2, the company announced the launch of its **HD PVR** (high definition personal video recorder), demonstrating its commitment to innovating and continuously enhancing its services in order to entertain and satisfy its subscribers.

Vidéotron Ltée, a wholly-owned subsidiary of Quebecor Media Inc., is an integrated communications company active in cable television, interactive multimedia development and Internet access services. Vidéotron Ltée is a leader in new technologies, thanks to *illico*, its interactive television system and its high-bandwidth network allowing it to offer, among other services, high-speed cable Internet access, analog and digital TV services. In Québec, Vidéotron serves 1,433,000 million cable customers; more than 240,000 also subscribe to interactive TV on its digital service *illico*. Vidéotron is also the leader in high-speed cable Internet access throughout Québec, with more than 435,000 Internet customers by cable modem and dial-up modem.