



Media contact only:

Eve Lacasse

Specialist, Media and Analysts

Corporate Communications

Téléphone : 514 380-7772

Cellulaire : 514 516-7772

PRESS RELEASE

For immediate release

Presenter of 27th Montréal comedy fest

Videotron is main partner of Just For Laughs Street Arts for third straight year

Montréal, June 10, 2009 – Videotron is pleased to be associated with the announcement of the Street Arts programming for the 27th Just For Laughs / Juste pour rire comedy Festival. Once again, Videotron is enriching the Festival experience by welcoming Festival-goers to the Studio Vidéotron and the Info-Rire information booths, offering free local and long-distance calls between subscribers at Videotron telephone booths; and providing activities and content to complement the performances.

“It is a privilege to be able to help create the best Just For Laughs experience again this year,” said Claude Foisy, Vice President, Brand and Content of Videotron. “Our efforts will make it possible for Festival-goers to see new acts, discover the latest technology and get the most out of the Festival.”

Studio Vidéotron

The place to watch the Galas, enjoy the Festival and be a star for a day

After attracting thousands of Festival-goers in 2007 and 2008, Studio Vidéotron will be back with its ever-popular “Triomphe au St-Denis” activity. Visitors are videotaped telling a few jokes (participants can use their own jokes or choose from a collection available at the site). The performances are then edited and the images superimposed to create a video in which the budding comic appears on stage at the Théâtre St-Denis before an audience roaring with laughter. The clips will be available on videotron.com/hahaha.

Be a star from your own living room

This year, all comedy fans across Québec can bask in the glory of the “Triomphe au St-Denis.” Visitors to the videotron.com/hahaha site will be able to upload a video of their comedy routine and then create their own montage using the online editing tool. They will then be able to download the video and post it on the Internet or share it with friends.

Throughout the Festival, Videotron products available at Studio Vidéotron will help disseminate Festival content and spread the laughter. Visitors will be able to watch excerpts from the Galas and make free local calls on the Just For Laughs mobile telephone, packed with wild and crazy content for comedy fans.

Le Monde de Victor A place for family fun

Festival-goers will also be able to visit Le Monde de Victor, a world of shows and carnival games presented by Videotron. In all, some 60 performers and musicians will create a comedy fairground. The street will be transformed into a giant stage where an improv play in three acts will be performed: Victor tries to win back the affections of the lovely Rose, despite the evil influence of malicious gossips.

Videotron phone booths
No more long-distance charges between Videotron subscribers

Once again, Videotron is offering Festival-goers free calls across the province at the 10 Videotron telephone booths on the Festival site. With Videotron, there are no more long-distance charges for calls between subscribers.

Videotron info booths
So doubled-over with laughter you don't know which way to turn?

Festival-goers will never be far from one of Videotron's three Info-Rire information booths, where helpful Videotron staff will be on-hand to provide tons of free info and help make the 27th Just For Laughs / Juste pour rire Festival another resounding success.

Videotron Ltd. (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, cable telephony and wireless telephone service. Videotron 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 March 31, 2009, Videotron was serving 1,729,168 cable television customers in Québec, including 963,153 *illico Digital TV* subscribers. Videotron is the Québec leader in high-speed Internet access, with 1,089,251 subscribers to its cable modem service as of March 31, 2009. As of the same date, Videotron had activated 68,015 lines on its wireless telephone service and was providing cable telephone service to approximately 890,918 Québec households and organizations. For the fourth consecutive year, Videotron has been named Québec's most respected telecommunications company by *Commerce* magazine, based on a Léger Marketing poll.