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**PRESS RELEASE**

***For immediate release***

***Rocksteady: The Roots of Reggae***  
**now available on *illico on Demand* and Indigo**

**Montréal, July 6, 2009** - Videotron is pleased to announce that, as of tomorrow, music lovers can watch the critically acclaimed *Rocksteady: The Roots of Reggae* on *illico on Demand* and Indigo. The documentary about the pioneers of rocksteady, a precursor of reggae, is world premiering at the Musée d'art contemporain from July 4 to 12 as part of the Festival International de Jazz de Montréal (FIJM).

The music documentary features the biggest names in rocksteady, a musical genre that originated more than 40 years ago, including Judy Mowatt, Marcia Griffiths, Dawn Penn, Hopeton Lewis, Stranger Cole, Derrick Morgan, Ken Boothe, Leroy Sibbles and U-Roy, accompanied by musicians such as Earnest Ranglin, Sly Dunbar, Jackie Jackson, Gladstone Anderson, Hux Brown and Scully Simms. Rita Marley, who along with Judy Mowatt and Marcia Griffiths made up the I-Threes, Bob Marley's backing vocalists, also appears. The performers transport viewers back in time with standards such as Rivers of Babylon, The Tide Is High and Stop That Train.

The last of the great singers and musicians of this genre, which was immensely popular in Jamaica before the advent of reggae, will perform at the jazz festival tomorrow night at 9:00 p.m. on the General Motors stage. After the concert, subscribers to *illico Digital TV* will be able to go home and discover the history of rocksteady by watching the documentary on *illico on Demand*.

*Rocksteady: The Roots of Reggae* is available in English with French subtitles on *illico on Demand* for \$4.99 and on the Indigo pay-per-view service for \$4.49 (channel 306 starting July 7 at 1:30 p.m.). All *illico Digital TV* subscribers can access *illico on Demand* and place orders by switching to channel 900 on their *illico Digital TV* set-top box and following the on-screen instructions. Once they have ordered a movie, television program or event, subscribers can pause, rewind, fast forward, stop and resume play whenever they like and watch the title as many times as they wish within a 24-hour period.

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