



Media contact only:

Eve Lacasse

Specialist, Media and Analysts

Corporate Communications

Téléphone : 514 380-7772

Cellulaire : 514 516-7772

PRESS RELEASE

For immediate release

JOBS

Videotron Opens New Client Contact Centre in Joliette

271 new permanent positions at Videotron

Joliette, July 9, 2009 – Videotron is pleased to announce the opening of a new Client Contact Centre in Joliette, the capital of the Lanaudière region. The new facility will house a team of customer service advisors and technical support advisors. Videotron will be one of the first tenants to move into the new building located at 1075 Firestone Blvd., in front of the Les Galeries Joliette shopping mall. The company plans to fill the 271 recently announced permanent positions at the centre by the summer of 2010.

In the first round of recruitment, completed in June, 50 new employees were hired and are now being trained in Videotron's full product line. They are scheduled to begin work on July 20, 2009. The training is part of the company's strategic effort to continuously improve customer service. Videotron currently has a customer satisfaction rate of 96%.

"With this strategic project and the permanent, quality jobs we are creating, we will enhance our customer service and share some of the benefits of our corporate growth with the residents of Joliette," said Robert Dépatie, President and Chief Executive Officer of Videotron. "This is excellent news for us and for the region and its residents."

"Our sustained growth and our business successes enable us to invest and create jobs in Québec," said Pierre Karl Péladeau. "Quebecor has invested approximately \$2 billion in Québec in the past five years and created more than 3,000 new jobs. Today's announcement confirms our intention to keep course."

"I am very pleased that this project is being carried out in our town," said René Laurin, Mayor of Joliette. "Videotron coming to Joliette is a victory for our city and confirms our vibrancy as a pole of economic development. Today, we can say that a new wind is blowing across our entire region."

"The creation of 271 permanent jobs in the Lanaudière region attests to the economic strength of Videotron, a Québec company," said Pierre Delangis, President of the CLD de Joliette. "We are very proud to have been involved in working out and finalizing this agreement between Videotron, Emploi-Québec and the City of Joliette. Starting today, the entire region and indeed the entire province will begin benefiting from the agreement."

The collaboration between Videotron and the Centre multiservice de la Commission scolaire des Samares will help deliver 105000 hours of training for the 271 new-ins.

Videotron on track to create 500 jobs in 2009

Videotron has pressed ahead with its recruitment drive in order to fill the 500 new permanent positions across Québec it has announced for 2009 and even expects to exceed that figure shortly. Several dozen permanent positions are currently posted on videotron.com/carrieres. The company is aiming to fill key positions in a number of departments: engineering, IT, customer service, technical support, finance, marketing, network construction and maintenance, and human resources.

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.