



Media contact only:

Eve Lacasse

Specialist, Media and Analysts

Corporate Communications

Telephone: 514 380-7772

Mobile: 514 516-7772

PRESS RELEASE

For immediate release

Videotron offers viewers a special evening with The Flower

Tribute to Guy Lafleur

Montréal, September 21, 2009 – Subscribers to Videotron's *illico* Digital TV service will have front-row seats to the Guy Lafleur tribute *Il était une fois Guy! Guy! Guy!*, courtesy of *illico* on Demand. The celebration, held on Sunday, September 20, the hockey legend's birthday, featured a battle of wits as approximately 800 guests, including hockey greats such as Dickie Moore, Luc Robitaille and Henri Richard, joined in an exciting game of hockey trivia. The party was also the scene of many personal tributes to Guy Lafleur, including a video featuring Patrick Roy, Scotty Bowman and Don Cherry.

A confrontation of epic proportions

Four teams of well-known athletes, each led by a stellar captain, faced off in the monumental three-period contest that tested their knowledge of all hockey-related matters: the Montréal Canadiens, led by Jean Béliveau, the Buffalo Sabres, captained by Gilbert Perreault, the Boston Bruins, with Raymond Bourque at the helm, and the Los Angeles Kings, piloted by Marcel Dionne. Did the battle go into overtime? Watch it and find out!

Videotron is committed to bringing its customers unique events of this type: "We are very pleased to be able to give our million *illico* subscribers a chance to be part of this special occasion," said Suzanne Laverdière, Senior Manager, Video on Demand, of Videotron. "It is in keeping with Videotron's mission of offering its customers the best entertainment experience."

Subscribers to Videotron's *illico* Digital TV service can watch *Il était une fois Guy! Guy! Guy!* starting today. The 2-hour special can be ordered by going to channel 900; it can then be watched as many times as desired during the 24-hour rental period. The event is available in standard format for \$10.00 and in HD for \$12.00.

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 June 30, 2009, Videotron was serving 1,732,621 cable television customers in Québec. Videotron is the Québec leader in high-speed Internet access, with 1,109,900 subscribers to its cable modem service as of June 30, 2009. As of the same date, Videotron had activated 73,483 lines on its wireless telephone service and was providing cable telephone service to 934,837 Québec households and organizations. On August 26, 2009, Videotron's *illico* Digital TV service passed the million subscriber milestone. For the fourth consecutive year, Videotron has been named Québec's most respected telecommunications company by *Commerce* magazine, based on a Léger Marketing survey.