



**Media contact only:**

**Eve Lacasse**

Specialist, Media and Analysts

Corporate Communications

Telephone: 514 380-7772

Mobile: 514 516-7772

**PRESS RELEASE**

***For immediate release***

## **Madonna “Sticky & Sweet: Live from Buenos Aires” on *illico* on Demand**

**Montréal, October 26, 2009** – As of today, subscribers to Videotron’s *illico* Digital TV service can enjoy Madonna’s latest world tour, “Sticky & Sweet”, in the comfort of their living rooms. Madonna’s historic concert at the River Plate Stadium in Buenos Aires, Argentina, filmed by cinematographer Darius Khanji (*Evita*, *The Beach*) using 30 cameras, is now available to Videotron customers in brilliant high definition.

“After the Paul McCartney and Plácido Domingo concerts, and the *Star Académie* 2009 tour, Videotron is pleased to bring its customers another headline musical event,” said Suzanne Laverdière, Senior Director, Video on Demand. “Videotron continues to diversify and enhance its programming in order to deliver accessible and compelling entertainment of the highest calibre.”

The 120-minute Madonna concert is available in HD for \$21.99 or standard definition for \$19.99 until the end of January 2010. All *illico* Digital TV subscribers can go to channel 900 to order Madonna “Sticky & Sweet: Live from Buenos Aires” and watch it as many times as they like during the 24-hour rental.

**Videotron Ltd.** ([www.videotron.com](http://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.