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**PRESS RELEASE**

***For immediate release***

## **Videotron adds two channels to its digital service**

### Playhouse Disney and APTN HD

**Montréal, January 15, 2010** – Videotron continues to expand its line-up of television channels with the addition of the children’s channel Playhouse Disney and the HD version of the Aboriginal Peoples Television Network – APTN HD, bringing the total number of channels available on Videotron’s digital service to more than 350, including 44 in high definition. The two new channels will be available to all *illico* Digital TV clients as of January 20.

#### Favourite children’s shows on Playhouse Disney

Dedicated to young children and families, Playhouse Disney carries popular educational and entertaining series such as *Mickey Mouse Clubhouse*, *Handy Manny*, *My Friends Tigger & Pooh*, *Little Einsteins*, as well as Canadian favourites such as *Franny’s Feet* and *The Secret World of Benjamin Bear*.

Videotron digital customers who are already subscribed to the Family channel will get Playhouse Disney at no additional charge.

#### Vancouver 2010 on APTN and APTN HD

Television viewers will be able to follow some of the Olympics and Paralympics live on APTN APTN and APTN HD in English, French and Aboriginal languages. APTN and APTN HD also carries a wide variety of content for all tastes, including documentaries, award-winning dramatic series, children’s shows, blockbuster movies and programs on health and well-being.

APTN HD will be available at no additional charge to all customers who have an *illico* HD set-top box and access to Videotron’s HD service. APTN is already part of the basic service package on channel 25.

Playhouse Disney will be available on *illico* Digital TV on channel 159 and APTN HD on channel 625.

**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 December 31, 2009, Videotron was serving 1,777,000 cable television customers in Québec, including 1,084,100 subscribers to *illico* Digital TV. Videotron is the Québec leader in high-speed Internet access, with 1,170,600 subscribers to its cable modem service as of December 31, 2009. As of the same date, Videotron had activated 82,800 handsets on its wireless telephone service and was providing cable telephone service to 1,014,000 Québec households and organizations. For the fourth consecutive year, Videotron was named Québec’s most respected telecommunications company by *Commerce* magazine, based on a Léger Marketing survey.