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PRESS RELEASE

For immediate release

Videotron planning to create over 600 jobs in 2010

Montréal, January 20, 2010 – Videotron has announced that it plans to create more than 600 new permanent full-time jobs between now and the end of 2010. Positions will be added in all corporate departments but will be concentrated primarily in Engineering, Customer service, Technical support, Network Construction and Maintenance, Sales and IT.

“For more than six years, Videotron has been posting sustained business growth, which has translated into hundreds of new jobs per year,” said Robert Dépatie, President and Chief Executive Officer of Videotron. “The size of our workforce has almost doubled to 4,600 as of December 31, 2009. We are very proud of the contribution we are making to Québec’s economic development by investing in the local labour force.”

When Videotron announced the building of its state-of-the-art wireless network in October 2008, the Company estimated that 1,000 jobs would be created by the end of 2010. The 600 jobs announced today, in addition to the 600 created in 2009, bring the projection up to more than 1,200 jobs.

“Despite the tough economic environment, Videotron reached achieved its employment targets in 2009,” said Robert Dépatie. “In addition to the build-out of our wireless network, we inaugurated our Client Contact Centre in Joliette to support our efforts to continuously improve customer service, entailing the hiring of 271 employees. Already, more than half of these employees were recruited and many have or will soon complete training.”

Videotron also supports the professional development of its people by investing in their career advancement and offering a highly competitive benefits package.

Desired profiles

Videotron is primarily seeking candidates with specialized training, such as telecommunications engineers, IP network analysts and programmer analysts, as well as candidates with a more general background for positions as customer service advisors, technicians and kiosk sales representatives.

videotron.com website: the gateway

More than 70 current openings at Videotron are posted on the Videotron and Jobboom websites. Candidates can submit an application directly and attach their resumé at videotron.com/carrieres.

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 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.