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**PRESS RELEASE**

***For immediate release***

## **Super Bowl XLIV with U.S. commercials on *illico* Digital TV**

**Montréal, February 1, 2010** – The Super Bowl is an eagerly awaited annual ritual for sports fans and advertising buffs alike, and this year's showdown between the two top NFL teams is no exception. When the New Orleans Saints take on the Indianapolis Colts in Super Bowl XLIV, Videotron will carry the CBS HD feed of the event uncut, including U.S. commercials, on channel 653.

### **Superior entertainment experience**

"In addition to seeing the new U.S. commercials, *illico* Digital TV subscribers will be able to watch the annual sports extravaganza with unparalleled picture and sound," said Myrienne Collin, Vice President, Marketing, Consumer Sector. "And this year, football fans will be treated to more pre-game shows than ever before."

The full, uncut broadcast of the Super Bowl with U.S. commercials will be available to subscribers equipped with an *illico* Digital TV HD set-top box and access to Videotron's HD service. CBS's standard digital and analog signal will be replaced by the signal from the Canadian network CTV on channel 7.

**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.