



Une compagnie de Quebecor Media

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PRESS RELEASE

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Vidéotron Internet: Now One Million Subscribers

Montreal, July 24, 2008 – After announcing last April that the millionth *illico* digital television receiver had been put on the market, Vidéotron has just crossed another threshold of one million subscribers to cable Internet service, all categories combined. A resident of Montreal's West Island, is the millionth customer, thus helping Vidéotron hit this new height.

"Reaching the million mark of subscribers to our Internet products is truly a sign of trust from our customers," says Manon Brouillette, Chief Vice-President, Strategic Development and Commerce. "But we are also demonstrating the importance we attach to customer satisfaction by offering a complete range of services tailored to Internet users of all kinds."

With this objective in mind, Vidéotron is engaged in constant development in order to offer the latest sophisticated technology and consolidate its position as the Canadian industry leader. Last February, Vidéotron announced the arrival of TGV 30 and TGV 50 Internet in cooperation with Cisco, once again pushing the speed limits for connectivity in the country. The two new Internet services allow unrivalled downloading times and join the company's roster of Internet access options, listed below:

- TGV 50 Internet: 50 Mbps
- TGV 30 Internet: 30 Mbps
- Extreme Plus high speed Internet: 20 Mbps
- Extreme high speed Internet: 10 Mbps
- High speed Internet: 7 Mbps
- Intermediary Internet: 600 Kbps

Satisfied customers

In a Léger Marketing survey conducted last March, nearly 96% of Vidéotron Internet subscribers said they are satisfied with their cable modem Internet service. "Our customers inspire us in our quest to offer the best entertainment experience and technology. We do our utmost every single day to constantly meet their needs," says Manon Brouillette.

The millionth client wins all services and participation at a *Le Banquier* TV special

The millionth customer, Mrs. Valérie Ruah, won a one-year subscription to Vidéotron's "Quattro" package. She will also participate at TVA's successful TV program *Le Banquier* (a Deal or no Deal spinoff), where she will play for one million dollars (usually half). She is shown here with Mr. Robert Dépatie, President and CEO of Vidéotron, David, Model at *Le Banquier* and Mr. Pierre Karl Péladeau, President and CEO of Quebecor

Photo:

<ftp://ftp.vsi.videotron.com>

User name : AffCorpMedias

Password : !medias!

File: Millionième client

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 March 31, 2008, Videotron was serving 1,652,200 cable television customers in Québec, including 802,800 *illico* Digital TV subscribers. As of March 31, 2008, Videotron had activated 49,900 lines on its wireless telephone service and was providing cable telephone service to nearly 691,600 Québec households and organizations. Videotron is the Québec leader in high-speed Internet access, with 1,000,000 subscribers to its cable modem service, as of July 18, 2008.