



A Quebecor Media Company

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PRESS RELEASE

For immediate release

On *illico* on Demand and Indigo

Close to 2.5 million viewers will be able to watch Paul McCartney LIVE from their living rooms

Montréal, July 16, 2008 – Subscribers to Videotron's *illico* Digital TV service will be thrilled to learn that they will be able to watch the eagerly anticipated Paul McCartney concert LIVE on Indigo from the comfort of their living rooms on Sunday evening, July 20, and on *illico* on Demand as of the next day. The concert on the Plains of Abraham is part of Québec City's 400th birthday celebrations.

"Videotron brings customers the best in entertainment, whether they are in Chicoutimi, Sherbrooke, Gatineau or Québec City," said Claude Foisy, Vice President, Brand Management and Content. "Paul McCartney's concert promises to be a unique event, an historic, not-to-be-missed performance. Videotron is pleased to give all its customers front-row seats to headline events of this type."

The Paul McCartney concert will be broadcast **live on Canal Indigo (channel 300) on Sunday, July 20**, for \$19.95.

The concert will also be available **the very next day, Monday, July 21, on *illico* on Demand (channel 900)**, for the price of \$17.99.

Photos of Paul McCartney :

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

User name : AffCorpMedias

Password : !medias!

***illico*'s popularity continues to grow**

In April 2008, Videotron announced that the number of installed *illico* set-top boxes had passed the 1 million mark. With 802,800 subscriptions to *illico* Digital TV, a total of close to 2.5 million individuals can watch digital television in their homes, in standard or high definition.

Illico on Demand, an exclusive service for subscribers to Videotron's *illico* Digital TV, logged more than 10 million paid and free orders in 2005, 20 million in 2006 and 24 million in 2007. Videotron anticipates record order numbers in 2008 thanks to diverse programming for the whole family. Videotron remains the only Video on Demand (VoD) provider in its service area, with a VoD catalogue of over 1,500 movies, television programs and documentaries.

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. Videotron is the Québec leader in high-speed Internet access, with 965,300 subscribers to its cable modem service. 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.