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PRESS RELEASE
For immediate release

Posts year-to-date growth

Videotron continues to deliver more for customers

Montréal, August 11, 2010 – Videotron reported its financial results for the second quarter of 2010 today, posting sustained year-to-date growth. The positive numbers are the result of Videotron's consistent customer focus and commitment to developing products that meet customer needs.

"The introduction of Ultimate Speed Internet 15 and illico web has expanded our service offerings and addresses the growing customer demand for flexibility," said Robert Dépatie, President and Chief Executive Officer of Videotron. "The upcoming launch of our new 3G mobile network will add a vital component to our portfolio of innovative technology products. We are now heading down the home stretch in the process of creating the most competitive and comprehensive network our customers have ever seen."

CABLE TELEVISION SERVICE

As of June 30, 2010, Videotron was providing basic cable television service to **1,781,500** households, including **1,142,000** subscribers to the Digital TV service, a quarterly increase of 22,100. More than 64% of cable television customers have now opted for Digital TV.

Introducing illico web

Videotron's Internet television service, illico web, has been available at no additional cost since June 16 to customers subscribed to both its Digital TV and Internet access services. Since the service launched, the site has logged more than 2.7 million page views and more than 245,000 unique visitors. Customers access illico web online through a highly user-friendly portal. The service carries thousands of French-language and English-language titles from 32 television channels. It also supports remote programming of the customer's Personal Video Recorder.

INTERNET ACCESS SERVICE

Videotron's cable Internet access service continued to grow, increasing its customer base by 10,100 during the quarter ended June 30, 2010 to bring the total to **1,201,700** households and businesses. With the addition of Ultimate Speed Internet 15 in May, more customers can now take advantage of the DOCSIS® 3.0 technology already available through the Ultimate Speed Internet 30 and 50 services.

After raising the file transfer capacity on its Basic Internet service from 2 to 3 GB in March 2010, Videotron boosted the speed of the service from 1 mbps to 2.5 mbps, at no additional cost.

CABLE TELEPHONE SERVICE

During the second quarter of 2010, the number of subscribers to Videotron's cable telephone service increased by 22,300 to a total of **1,065,300**. The steadily growing service offers free long-distance calls between Videotron customers and substantial cost savings for customers.

WIRELESS TELEPHONE SERVICE

The number of activated handsets on Videotron's wireless telephone service rose again, increasing by 1,700 to **87,000**.

3G network

Since the beginning of the year, Videotron has completed several key stages in the build-out of its new mobile network, including application development and the beginning of extensive business testing. Agreements have been signed for more than 95% of the required antenna sites for the launch and the equipment has been or is about to be installed at all those sites.

VIDEOTRON'S CUSTOMER COMMITMENT

On June 30, 2010, Videotron decided to stop requiring any commitment from customers who subscribe to its products and services. The only commitment that remains is the Company's pledge to provide complete customer satisfaction and deliver the best possible technology and entertainment experience.

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, and Internet access, cable telephone and wireless telephone services. Videotron is a leader in new technologies with its interactive Digital TV service and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of June 30, 2010, Videotron was serving 1,781,500 cable television customers, including 1,142,000 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,201,700 subscribers to its cable modem service as of June 30, 2010. As of the same date, Videotron had activated 87,000 handsets on its wireless telephone service and was providing cable telephone service to 1,065,300 Québec households and organizations. For the fifth consecutive year, Videotron was named Québec's most respected telecommunications company by *Les Affaires* magazine, based on a Léger Marketing survey.

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"Internet Ultimate Speed Internet 15," "Internet Ultimate Speed Internet 30" and "Internet Ultimate Speed Internet 50" are registered trademarks of Videotron Ltd.

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