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**PRESS RELEASE**

***For immediate release***

As Company gears for landmark launch  
**Isabelle Dessureault returns to Videotron as  
Vice President, Corporate Affairs, and President of VOX**

**Montréal, August 16, 2010** – Robert Dépatie, President and Chief Executive Officer of Videotron, is pleased to announce that Isabelle Dessureault is rejoining his team. After leading Quebecor Media's public affairs department, Isabelle is heading back to Videotron at a turning point in the Company's history: she will be called upon to play a prominent role in Videotron's entry into the wireless communications market.

As Vice President, Corporate Affairs, Isabelle Dessureault will report directly to the President and will be responsible for public relations and internal communications. She will guide the development of Videotron's positioning and its outreach strategies for various audiences, in consultation with her colleagues at Videotron's Marketing and Human Resources departments and at Quebecor Media's Investor Relations and Regulatory, Institutional and Governmental Affairs departments, organizations with which she is thoroughly familiar.

At VOX, Videotron's exclusive community channel, Isabelle's job will be to deliver distinctive content on multiple platforms, including the new wireless service.

Isabelle Dessureault will have the support of Marc Labelle at Corporate Communications, Eric Fournier at VOX and their teams as she tackles her new challenges.

"I and the entire management team are excited to have Isabelle back," said Robert Dépatie. "The qualities she brings to the table – her positive leadership, her creativity, her talent for zeroing in on the core issues and seizing every opportunity – will be valuable assets in the dawning wireless age at Videotron."

Isabelle is a graduate of the Amsterdam School of Business and Université du Québec à Montréal, and holds an MBA from Concordia University. In 2005, after working a dozen years as a consultant, including eight years with NATIONAL Public Relations, where she was a partner in the Montréal office. Isabelle joined Videotron as General Manager, Communications. She quickly made her mark by coordinating the highly successful launch of Videotron's cable telephone service. In 2006, she was appointed to the new position of Vice President with combined responsibility for Videotron Corporate Affairs and the VOX television channel. Over the next two years, Isabelle steered VOX through a major shift in direction and repositioning. Under her leadership, VOX grew its total audience by 7% and completed its migration to High Definition. More recently, she spearheaded Quebecor Media's Public Affairs team. In that capacity, she was responsible for internal and external communications, institutional and regulatory affairs, and Quebecor's branding, and also served as the spokesperson for the group.

**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, 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.