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PRESS RELEASE
For immediate release

Takes commitment to customer experience one step further
Videotron introduces 30-day money-back guarantee

Montréal, August 19, 2010 — Québec telecom leader Videotron is pleased to announce that, as part of its ongoing drive to push the superior customer experience envelope, it is immediately implementing a 30-day full-satisfaction-or-money-back guarantee. The new business policy, which applies to all Videotron products and services, demonstrates the Company's focus on constantly increasing customer satisfaction.

"We have such strong confidence in our products and services that we are prepared to guarantee each and every customer full satisfaction," said Robert Dépatie, President and Chief Executive Officer of Videotron. "After announcing the end of customer subscription commitments at the end of June, a business practice that placed a heavy burden on consumers, we are now introducing a 30-day money-back guarantee that attests to our commitment to delivering more for customers and our faith in the superiority of our products, a reflection of the faith that 1.8 million Québec households have placed in us."

With the immediate application of the new policy, customers who are not fully satisfied will be entitled to a refund of the cost of the equipment and the monthly fee within 30 days following product installation or activation. Videotron will also cover the cost of the technician's visit if it is necessary to cancel the service.

For more information on Videotron's products and services, visit videotron.com

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.