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PRESS RELEASE
For immediate release

Videotron expands Digital TV service

MPix HD and Speed HD burst into Videotron's channel line-up

Montréal, October 4, 2010 — Videotron is pleased to announce that, as part of its continuing drive to deliver the best possible customer experience, it is enhancing its high-definition (HD) Digital TV service once again by adding Speed HD and MPix HD, bringing the total number of channels in its line-up to 370, including 51 HD channels, 27 of which are in French.

Rev up your engines

Québec car racing fans will be excited to get Speed HD's high-octane programs on their screens, including live coverage of Formula 1 races, the 24 hours of Daytona, the 24 hours of Le Mans and the NASCAR Sprint Cup All-Star Race, plus a host of programs, movies and documentaries related to the world of cars and motorcycles. Speed HD is now available on channel 612 on the Videotron's Digital TV service.

Your favourite films in HD

Québec movie buffs will also be happy to be able to watch the best films in high definition on MPix HD, which carries classic cinema from the 1920s to the 1990s. MPix HD is on channel 716 on the Digital TV service.

Videotron Digital TV customers can enjoy the new HD channels at no additional charge if their package already includes the standard versions.

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.