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**PRESS RELEASE**  
***For immediate release***

Q3 2010 results

**Videotron on track to another year of growth**

**Montréal, November 9, 2010** – Following the disclosure of Quebecor Inc.'s financial results for the third quarter of 2010, Videotron reports growth for all its services. Videotron is also taking advantage of today's conference call for financial analysts to report initial results of the mobile service launch on its new network in September 2010.

"We are very pleased with public response to our products and services and with the high level of customer satisfaction, particularly following the launch of our own 3G+ network," said Robert Dépatie, President & CEO of Videotron. "Consumers were expecting an offering that would break down the longstanding barriers thrown up by the competition. We are proud to have met this challenge and to have responded to a record number of calls and in-store visits. Most of the province now has access to the fastest 3G+ network, highly advantageous service plans and the incredible ability to hold a world of information and entertainment in the palm of one's hand."

**MOBILE TELEPHONE SERVICE**

After terminating new activations on its Mobile Virtual Network Operator (MVNO) service and launching its mobile services commercially on September 9, 2010, Videotron logged 8,400 net additions to its mobile telephone service in the third quarter, bringing the total to **95,400** subscriber connections. The numbers would be higher if Videotron had been able to fully meet the demand for smartphones.

"Our mobile services have been available to nearly 70% of our customers since our September launch," said Robert Dépatie. "We will continue building out our network in the rest of the province in order to achieve our key coverage objectives in Quebec in the coming months, enabling us to maintain our leadership position in the Canadian telecom market as a pace-setter, a company that prefers to break new ground rather than follow the trend."

**CABLE TELEVISION**

As of September 30, 2010, **1,802,000** households were subscribed to Videotron's basic cable television service, including **1,182,300** subscribers to the Digital TV service, a net addition of 40,200 customers during the quarter. More than 66% of cable television customers were subscribed to the Digital TV service, compared with 59% at the same time last year.

illico, the on-ramp to entertainment

After illico Digital TV and illico web, which launched in June 2010 and gives customers full access to their favourite content on their computer monitors, Videotron has now completed its line of illico services with the addition of illico mobile. Launched at the same time as Videotron's 3G+ mobile services, the illico mobile application offers customers access to news and entertainment on yet another screen. illico mobile service boasts the largest catalogue of French-language and Quebec content, with nearly 2,000 free and paid programs and series. It carries 28 television channels, 14 of them live, in dazzling video quality, as well as 45 Galaxie music channels. It adds up to the largest available selection of local content and the best value for the money.

### No. 1 in HD in Quebec

To offer its cable television customers more choice, Videotron enhanced its channel line-up during the quarter by adding Speed HD, MPix HD, MusiquePlus HD, Musimax HD, World Fishing Network (WFN) and NBA TV. The NBA TV service was launched on all three of Videotron's platforms. With the latest additions, Videotron now carries more than 370 channels, including 51 HD channels, 27 of them in French.

### **INTERNET ACCESS**

During the quarter ended September 30, 2010, Videotron's Internet access service continued to grow. There are now **1,233,800** subscribers to the cable modem service, a net increase of 32,100 households and businesses.

### New product: mobile Internet

Videotron's new mobile Internet service was introduced in conjunction with the launch of Videotron's mobile services as an addition to Videotron's Internet offerings, affording users increased mobility and wider flexibility. The mobile key provides guaranteed freedom and supports speeds of up to 21 mbps on Videotron's leading-edge network. And the Dual-Carrier HSPA+ technology will eventually make it possible to achieve mobile speeds of up to 42 mbps.

### Breakneck speed: Ultimate Speed Internet 120™

Since September 22, 2010, Québec City has been one of the fastest towns in North America. With Videotron's Ultimate Speed Internet 120™ service, Québec City customers can download content at 120 mbps and upload files at up to 20 mbps. With this new service, Videotron is breaking new ground in Internet speed and capacity.

At the same time, Videotron announced that upload speeds on the Ultimate Speed Internet 50™ service were being doubled from 1 mbps to 2 mbps, with no increase in rates.

### **CABLE TELEPHONE SERVICE**

Videotron grew its cable telephone service by 32,800 customers in the third quarter of 2010. Videotron, the leading carrier in many localities, now has **1,098,100** customers enjoying free long-distance calling between subscribers. As the customer base continues to expand, so too does the Videotron community of residential, business and mobile telephone subscribers who can call each other free of charge. For details, visit [www.videotron.com](http://www.videotron.com)

### **30-DAY MONEY BACK GUARANTEE**

In August 2010, Videotron introduced another major improvement to customer experience by instituting a 30-day full satisfaction or money back guarantee on all its products. The guarantee makes good on Videotron's focus on customer satisfaction and attests to the Company's confidence in the superiority of its products and services and its determination to keep delivering more.

### **VIDEOTRON CONTINUES EXPANDING NETWORK**

During the quarter, Videotron made a major extension to its cable network, adding 536 homes passed on Île d'Orléans to expand its already solid position in the Québec City market. As of 2011, residents of Saint-François-de-l'Île-d'Orléans and Saint-Jean-de-l'Île-d'Orléans will have access to Videotron's quality services.

**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 mobile 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 September 30, 2010, Videotron was serving 1,802,000 cable television customers, including 1,182,300 subscribers to its digital service. Videotron is also the Quebec leader in high-speed

Internet, with 1,233,800 subscribers to its cable modem service as of September 30, 2010. As of the same date, Videotron had 95,400 subscriber connections on its mobile telephone service and was providing cable telephone service to 1,098,100 Quebec households and organizations. For the fifth consecutive year, Videotron was named Quebec's most respected telecommunications company by *Les Affaires* magazine, based on a Léger Marketing survey.

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Ultimate Speed Internet 120 and Ultimate Speed Internet 50 are registered trademarks of Videotron Ltd.