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PRESS RELEASE
For immediate release

Hockey, Disney and Discovery World HD
Videotron brings 3D TV to customers with HD sets

Montréal, November 17, 2010 – The 3D experience, long reserved for the movie theatre, is coming to Quebecers' living rooms. Videotron customers will soon be able to watch television in 3D whether they have a 3D television set or a regular HD set. All customers who subscribe to Videotron's HD service will be able to enjoy 3D television featuring superior image quality, high-calibre content and the latest technology, opening up a new era in home entertainment. Starting this weekend with the epic broadcast event, Last Day of the Dinosaurs on Discovery World HD; plus hockey in 3D and Disney movies joining the 3D offerings in December, Videotron is positioned to offer its customers the best in 3D entertainment right through the holidays.

Technological breakthrough: 3D for HD customers

In collaboration with SENSIO, Videotron is able to deliver anaglyph¹ 3D entertainment of exceptional quality to customers with an HD television set and special glasses. The technology provides superior colour, contrast and viewing comfort when compared with the anaglyph 3D technology now available on the market. And Videotron customers equipped with a 3D television set and the accompanying glasses will get a stunningly sharp and detailed 3D image, courtesy of SENSIO[®] 3D encoding technology.

"Already number one in HD in Québec, Videotron is pleased to be able to make 3D widely accessible at last," said Robert Dépatie, President & CEO of Videotron. "More consumers will be able to enjoy the best 3D experience, thanks to Videotron's agreement with the Québec firm SENSIO. We continue to innovate and to deliver quality products and the latest technology to our customers."

"Building on the international experience we have acquired over the past 10 years, we have been able to make a significant contribution to the development of Videotron's 3D service," said Nicholas Routhier, President & CEO of SENSIO. "This partnership blends our two companies' corporate visions to bring television viewers a truly exciting 3D experience."

Two Disney films in 3D on illico starting mid-December

Videotron customers will get a taste of the new 3D experience in December when two 3D movies come to video on demand in time for the holidays. *A Christmas Carol 3D*, an animation starring Jim Carrey, will delight young and old on illico TV. Another Disney film, *Step Up 3*, will also be available in Full 3D and anaglyph 3D on channel 900.

First linear 3D events

Last Day of the Dinosaurs in 3D on November 21

In addition to on-demand 3D content, Videotron will begin broadcasting linear programming in 3D on November 21, 2010 with the Discovery World HD documentary *Last Day of the Dinosaurs*. Videotron customers equipped with a 3D television set will be able to watch the program in Full 3D on channel 801. The documentary will also be available in anaglyph 3D format on channel 725 to all customers whose package includes Discovery World HD.

¹ Requires glasses with two different coloured lenses (red and cyan).

CBC's Hockey Night in Canada on December 11

On December 11, at 7:00 p.m., hockey fans will be able to watch the Montréal Canadiens / Toronto Maple Leafs game in 3D. Customers equipped with a 3D TV set will be able to see the game in Full 3D on channel 801.

To watch content in Full 3D, customers must use the glasses that came with their 3D television set and must have an HD set-top box. Customers who own a regular HD television set and HD set-top box can buy red/cyan 3D glasses to be able to watch anaglyph 3D. 3D glasses with plastic frames will be available starting November 19 at Videotron stores and counters. Until then, cardboard 3D glasses are available at Le Superclub Vidéotron locations.

Diverse 3D content for the holidays

Videotron will broadcast a number of movies and events in 3D between now and the end of the year. In addition to the video on demand and linear content, Videotron will carry major events such as concerts and sporting events in 3D. For more information, watch for Videotron's advertising in the weeks ahead, go to channel 800 or visit www.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 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 Québec leader in high-speed Internet access, 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 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.