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## **PRESS RELEASE**

***For immediate release***

### **Videotron strengthens leadership position in telecom industry**

**Montréal, December 8, 2010** – In 2010, more than ever before, Videotron's pursuit of its corporate mission yielded highly beneficial results for customers and was responsive to consumer needs. Examples include the implementation of several major projects, such as the launch of Videotron's new HSPA+ advanced mobile communications service, the launch of illico web, and the introduction of the Ultimate Speed Internet 120™ Internet access service.

"Not only is it our mission to deliver the best possible customer experience available today, but we strive to anticipate consumer needs in order to set ourselves apart from the competition," said Robert Dépatie, President & CEO of Videotron. "I believe the results we are announcing today show we are succeeding."

#### **Mobile communications: Videotron keeps its promise**

As of December 3, 2010, nearly three months after the launch of Videotron's new mobile service, 41,800 new customers had signed up, bringing the total number of activated handsets on Videotron's 3G+ network to 72,200, including 50,300 added in the first two months of the quarter. Residents of the Greater Montréal, Québec City, Mauricie, Sherbrooke, Bois-Francs, Montérégie and Laurentians regions now have access to advanced mobile services from Videotron.

Since the mobile service launch, Videotron has also expanded the selection of devices available to customers with the addition of three new handsets, the LG dLite, LG Wink and BlackBerry Curve.

#### **illico Digital TV: still growing**

As of December 3, 2010, Videotron had more than 1,808,900 basic cable customers, an increase of 6,900 since September 30, 2010. The popularity of Videotron's digital television service continued to grow during the period: after ending the third quarter with 1,182,300 digital subscribers, Videotron added nearly 22,500 to bring the total to 1,204,800 by December 3, 2010.

#### **Internet: still the fastest**

After completing the roll-out of the Ultimate Speed Internet 30™ and Ultimate Speed Internet 50™ services across its service area in 2009, Videotron made more headway in 2010 with the launch of Ultimate Speed Internet 15™ and Ultimate Speed Internet 120™, which brought customers in the Québec City metropolitan area the fastest Internet access speeds in Québec.

As of December 3, 2010, Videotron had 1,246,500 subscribers to its Internet access services, an increase of 12,700 since the end of the previous quarter.

#### **Cable telephone service: the success story continues**

Five years after entering the landline market with a still-remembered splash, Videotron's cable telephone service had 1,109,100 residential and business customers as of December 3, 2010, 11,000 more than at the end of the third quarter of 2010. Local and long-distance calls between residential and business customers with mobile or cable telephone services from Videotron are still free and unlimited.

**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 December 3, 2010, Videotron was serving 1,808,900 cable television customers, including 1,204,800 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,246,500 subscribers to its cable modem service as of December 3, 2010. As of the same date, Videotron had activated 122,900 handsets on its mobile telephone service and was providing cable telephone service to 1,109,100 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.

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