



Media contact only:
Elodie Girardin-Lajoie
Specialist, Media and Analysts
Corporate Communications
Telephone: 514 380-7772
Mobile: 514 516-7772

PRESS RELEASE

For immediate release

Videotron offers customers advanced new Internet Wi-Fi router

Montréal, January 21, 2011 — Subscribers to Videotron’s Internet access service can enjoy Wi-Fi technology that ranks among the best available on the market today with the introduction of a new Videotron-exclusive wireless router. Videotron will install and configure the device, perform remote diagnostics and provide seamless software upgrades.

Videotron exclusive

The DIR-825/VTR Wi-Fi router, developed in partnership with D-Link specifically for Videotron’s Internet access network, is available as of today. An attractive feature for Videotron customers is that the device is fully backed by Videotron technical support.

“We are very pleased to bring our customers a high-end device and, most importantly, to offer remote support from our customer-focused tech support service,” said Myrienne Collin, Vice President, Marketing, Consumer Division, of Videotron. “This combination offers Videotron customers an exclusive, simple, effective, worry-free home networking solution.”

The D-Link DIR-825/VTR router supports simultaneous 2.4 GHz and 5 GHz band connections, reducing interference and lag. For example, users can check their email and browse the Web while streaming an HD movie and accessing other online multimedia content. The router is also IPv6-ready, which means it can support the new protocol being introduced to accommodate the flood of devices connecting to the Internet. All these features make it the ideal tool for sharing an Internet connection at home.

The D-Link DIR-825/VTR Wi-Fi router retails for \$129.95 but Videotron customers can take advantage of a \$70 promotional discount with a 12-month economic inducement during the introductory period, which ends on February 23, 2011.

For more information on the new router, visit videotron.com/wifi-router

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 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.

Follow us on the Web | facebook.com/videotron