



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

More than 4,000 jobs in 10 years

Videotron created 827 jobs in Québec in 2010

Montréal, January 28, 2010 — The positive public response to Videotron's products and services is reflected not only in the high customer satisfaction rate but also in the job market: Videotron created no fewer than 827 new jobs in 2010, driven by its entry into the mobile market and its status as Québec's most respected telecommunications carrier.¹ The latest wave of hiring has boosted Videotron's workforce to more than 6,000. In all, the company has created approximately 4,200 jobs in 10 years.

A magnet employer in a cutting-edge industry

Videotron is a magnet employer to which talented people naturally gravitate. "Videotron operates in a leading-edge industry and our people work in a heady swirl of technology, entertainment and product/service development efforts," said Robert Dépatie, President & CEO of Videotron. "The challenges associated with our move into mobile services in 2010 are a good example of our dynamic working environment. Videotron is also a growing company that offers a broad range of career opportunities in all parts of Québec. Our employees truly are on the front lines of the tech revolution."

"Over the years, Videotron has become the uncontested industry leader," Mr. Dépatie noted. "Today, we can say that Videotron has also become an employer of choice for Quebecers."

Keeping the promise

Videotron created 230 jobs over and above the hiring targets it announced in January 2010. It has invested more than \$1 billion in its mobile network and created more than 4,000 jobs in 10 years. The numbers clearly show that Videotron has kept its promise to offer Quebecers the best possible customer experience, observed Robert Dépatie.

"We have been making capital investments and creating jobs in order to achieve several goals: to have competent employees in Québec ready to respond to customers promptly, to continue developing and maintaining our network in order to keep it among the most reliable and robust in the industry, to innovate by developing new communication and entertainment applications, to understand consumers' existing needs and anticipate new ones," Robert Dépatie said. "But at the end of the day, all these efforts pursue one overriding objective: the optimal customer experience."

Numerous openings

Videotron continues hiring to fill new positions. The company is looking for talented people for jobs in a wide variety of fields: engineering, network operations and management, installation, sales, marketing, IT and customer service. To view Videotron's current job offers, go to www.videotron.com/carrieres and click on the link to the job board.

See what new employees have to say at www.videotron.com/temoignages

¹ *Les Affaires*, "Le classement des 150 entreprises les plus admirées au Québec 2010," February 20, 2010.

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