



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

Six years in a row

Videotron crowned most respected communications provider in Québec

Montréal, February 17, 2010 — The verdict is in: according to the latest annual Léger Marketing survey of public perceptions of Québec companies, Videotron is the most respected communications service provider in Québec for the sixth straight year.

Clearly, Videotron's commitment to delivering the best possible customer experience is paying off. Not only does Videotron have an industry-leading 97% customer satisfaction rate, but the rate increases to 99% among subscribers to three or more products¹.

"Anyone who follows Videotron knows that we are obsessed with customer satisfaction," said Robert Dépatie, President & CEO of Videotron. "And while we are gratified by the survey results, we have no intention of resting on our laurels. On the contrary: the approval of Quebecers stimulates us to keep raising the bar and aiming higher."

Retrospective on a tremendous year

2010 will go down as a watershed year in the history of Videotron, a year in which the Company secured its position among the leading drivers of economic growth in Québec.

Videotron created 827 jobs in 2010, bringing the total number of new jobs created by the Company over the past 10 years to more than 4,000. For consumers, Videotron delivered new services and the benefits of increased competition in mobile communications by building out a \$1 billion state-of-the-art network.

"We are moved by this confirmation of the high regard in which Quebecers hold our company," said Robert Dépatie. "We are truly grateful and we will do what it takes to continue to be worthy of their respect."

Videotron has acted on that commitment in many ways over the past few years. For example, in 2010 it became the first company in Canada to enable customers to pause and resume play on three different platforms. illico web is the telecommunications company portal with the widest selection of on-demand content in English and French, and the largest number of linear channels while illico mobile is the mobile service with the largest selection of French-language content, the largest number of Québec productions and the largest number of channels. With this combination of services, Videotron has clearly the best 3-screen content offering of any communications service provider in Québec. Meanwhile, the Ultimate Speed Internet 120 service, one of the fastest in North America, is among the new services made possible by the injection of \$400 million into network upgrades.

¹ According to a Léger Market survey conducted in December 2010

Videotron (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 sixth 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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