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## PRESS RELEASE

*For immediate release*

### **The No.1 HD service in Québec Videotron enhances high-definition line-up by adding OWN and CNN**

**Montréal, March 1, 2011** — Starting today, Videotron will offers subscribers to its Digital TV service two more high-definition (HD) channels: OWN: Oprah Winfrey Network and CNN. With these additions, illico TV now boasts a still wider and more diverse selection of programming on nearly 400 channels, and the largest selection of Hight Definition content.

#### OWN: Oprah Winfrey Network

Launched in the U.S. at the beginning of the year by star talk show host Oprah Winfrey, OWN: Oprah Winfrey Network will be available on illico TV in HD on channel 655 and in standard format on channel 150. OWN's exclusive selection of reality TV shows, daily magazine programs and talk shows includes series such as *In the Bedroom With Dr. Laura Bergman*, *Enough Already! With Peter Walsh*, *Season 25: Oprah Behind the Scenes*, *Miracle Detectives* and *Ask Oprah's All Stars*. OWN replaces the VIVA channel in the Custom and Mega packages, or per unit.

#### CNN HD: all news all the time

CNN, the largest all-news channel in the world, will be available on illico TV in HD on channel 662 as of today. With up-to-the-minute news from around the world, analysis and reports from some of the most respected journalists in the U.S., CNN is the place to go for anyone who is interested in international news. CNN is available as part of the Custom and Mega packages and à la carte.

CNN HD\* and OWN HD\* are available at no additional charge to subscribers to Videotron's HD service who have the standard versions of the channels in their package.

#### Planète on illico mobile

Starting today, subscribers to Videotron's Digital TV service who have Planète in their package will be able to access the channel wherever they are via illico mobile. Planète, France's leading documentary channel, serves up a wide-ranging, multifaceted schedule of programs by respected writers and filmmakers who look at the five continents from new and different angles.

\* The new HD channels are available everywhere in Videotron's service area except Gatineau/Rockland.

**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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