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PRESS RELEASE

For immediate release

Tablet computers, HSPA+ devices and Dual Carrier technology

Videotron 4G: Québec's most fibre-optic-connected network

Montréal, March 9, 2011 — Videotron today announced that its mobile network, already the most fibre-optic-connected network in Québec, is evolving towards 4G. The upgrade is possible because the network uses the latest telecommunications technology. Videotron is also planning a number of other developments for the spring, among them the roll-out of services in Saguenay and Gatineau, and the addition of new devices to its product line-up, including its first tablet computer.

“Our 4G network is one of the most powerful and upgradable networks in Québec,” said Robert Dépatie, President & CEO of Videotron. “Moreover, the fact that more than 90% of our antennas are linked by fibre optics to our wired network gives our customers the full benefit of technological convergence. Examples include multi-screen pause and resume, remote programming of the customer’s personal video recorder (PVR), and voice mail to email.”

Ongoing evolution since launch

Since it launched its mobile services in September 2010, Videotron has been steadily developing its offerings by implementing the latest technological advances.

For example, Videotron has already introduced Direct Tunnel technology, which sends mobile data over the network by the most direct route, reducing the latency delay on the network and thereby optimizing the effectiveness of data transmission. Videotron is currently conducting testing for the implementation of HSPA+ Dual Carrier technology, which will enable its network to support mobile speeds of up to 42 mbps. Videotron will begin offering its first HSPA+ smartphone and an Internet key with a maximum speed of 42 mbps in spring 2011, allowing businesses and consumers to take advantage of the full potential of its 4G network.

The technological upgrades are consistent with the evolutionary process endorsed by the International Telecommunications Union (ITU)¹ for granting a mobile network 4G designation.

Eventful spring ahead

Videotron will also roll out its mobile services to two new markets in the spring, Saguenay in April and Gatineau in late May. In the coming months, Videotron will begin carrying its first tablet computer, expanding its multiplatform offering to a fourth screen. The move is consistent with Videotron’s vision for its mobile services as an integral part of the new media and technology landscape and a driver of economic, cultural and social development.

“The fact that our mobile network is based on an extensive wired network with more than 25,000 kilometres of fibre optic cable makes it that much more powerful,” said Robert Dépatie. “For us, the most important thing is that this technology, which is constantly evolving, sets us apart in the marketplace and enables us to offer our customers more, especially when it comes to multiplatform content.”

¹ “ITU World Radiocommunication Seminar Highlights Future Communication Technologies,” December 6, 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 31, 2010, Videotron was serving 1,811,600 cable television customers, including 1,219,600 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,254,400 subscribers to its cable and mobile services as of December 31, 2010. As of the same date, Videotron had 136,100 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,114,300 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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