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PRESS RELEASE

For immediate release

More extensive and diverse channel line-up

Videotron adds Turner Classic Movies and Peachtree TV to digital service

Montréal, March 31, 2011 — To deliver the best possible television viewing experience, Videotron is expanding its Digital TV channel line-up by adding Turner Classic Movies and Peachtree TV on April 1. The service enhancement makes good on Videotron's pledge to offer illico TV subscribers an ever more diverse selection of programming.

Tons of classics

Movie buffs will get their fill of classic films on Turner Classic Movies (TCM). Turner Classic Movies is a Peabody Award-winning network that presents great films, uncut and commercial-free, from the largest film libraries in the world. As the foremost authority in classic films, TCM also features critically acclaimed original documentaries and specials.

Turner Classic Movies will be available on channel 219 as of April 1. All subscribers to Videotron Digital TV will get a free preview for the first month.

The best in television entertainment

Peachtree TV, based in Atlanta, carries popular movies and series, including *The Office*, *Seinfeld*, *The Cosby Show* and *Law and Order*. During the baseball season, it also broadcasts all Atlanta Braves games.

Peachtree TV will be carried on channel 218, with a free preview for subscribers to Videotron Digital TV for the first month.

The two channels will be available as part of the Super Stations package for \$6 per month (\$2 if combined with The Movie Network).

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 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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