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PRESS RELEASE

For immediate release

Yann Paquet appointed Vice President, Multiplatform Content

Montréal, April 21, 2011 – Manon Brouillette, Executive Vice President, Strategy & Market development, is pleased to announce the appointment of Yann Paquet as Vice President, Multiplatform Content.

Mr. Paquet will be responsible for implementing and realizing Videotron's vision for multiplatform content in order to position the company as the preeminent player in the dissemination of content on multiple screens and media. He will also be responsible for cable television programming, the Indigo pay-per-view service, video on demand, illico web and all mobile content offerings.

Mr. Paquet is a veteran manager with more than 15 years of media experience in content creation, multiplatform content management, partnership negotiations, product development and business model development.

Prior to joining Videotron, Yann Paquet was Vice President, Digital Media and Strategic Partnerships with Reader's Digest. He also spent many years with the CBC in a variety of management positions, including Senior Manager, New Media.

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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