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PRESS RELEASE

For immediate release

Advertising campaign

André-Philippe Gagnon and Sugar Sammy put Videotron customer service reps to the test

Montréal, April 26, 2011 — Videotron recently launched a television and Internet advertising campaign, in French and English, that uses humour to highlight its customer service department's efficiency and differentiating characteristics.

The French-language version of the campaign features internationally acclaimed comic and impressionist André-Philippe Gagnon testing a dozen Videotron customer service and technical support advisors. Gagnon places prank calls pretending to be a customer who wants to know more about the advantages of doing business with Videotron. In the English version, internationally known comic Sugar Sammy makes the calls.

The dozen of tv commercials yield entertaining candid reactions while underscoring some of the differentiating characteristics of Videotron service, such as evening and Sunday installation, one-stop shopping, a heads-up call to tell customers the technician is on his way, 30-day guarantee, telephone number portability and the *Infinite Zone* plan.

"This campaign shows off the excellent work Videotron's customer service and technical support staff do, day after day," said Claude Foisy, Vice President, Brand Management, of Videotron. "These are actual calls answered by real employees, who demonstrate their dedication to their mission of providing their customers with the best possible experience."

In all, Videotron will air three television commercials in English and five in French. Starting May 2, long versions will be posted on the Web along with two Web exclusives. The commercials will begin airing at intervals.

The first French-language spot can be viewed online at youtube.com/videotron

Agency: Sid Lee
Client: Videotron
Production: TVA Accès
Director: Alex Bernier
Sound: Boogie Studio
Postproduction: Fly Studio and Vision Globale

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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