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PRESS RELEASE

For immediate release

Exclusively in HD

Videotron customers can experience the beauty of nature on Oasis HD

Montréal, May 18, 2011 — Videotron is adding Oasis HD, an exclusively high-definition channel, to its digital service as of today. A free preview of the Canadian specialty channel will be available to subscribers to Videotron's HD service until August 18. Oasis HD takes viewers on a journey of discovery through the marvels of nature. The eagerly anticipated addition brings another high-calibre channel to illico TV's broad and varied list of offerings. In all, illico TV carries nearly 400 channels, including the largest available selection of high-definition content.

Oasis HD, at channel 726 on the dial, offers round-the-clock programming highlighting our planet's natural beauty, including documentaries and other programs on a wide variety of topics, from animals and breathtaking landscapes to the latest discoveries from outer space. Oasis HD's stunning documentaries, including IMAX[®] Original[™] Films, will transport Québec families to the four corners of the earth and into the heart of untamed nature.

After a three-month free preview, Videotron high-definition customers will be able to subscribe to OASIS HD for \$2.03 per month.

For more information, visit videotron.com

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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