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**PRESS RELEASE**

***For immediate release***

## **Videotron customers among the first in Canada to be able to use both IPv4 and IPv6**

**Montréal, June 1, 2011** – Videotron begins implementing the IPv6 Internet Protocol today. It will be available to residential customers who want it and who have the Wi-Fi router that Videotron has been offering since January. The Company becomes the first major Internet Service Provider in Canada to offer all its customers IPv6 access. The Beta version is available now. IPv6 will eventually become an integral part of Videotron's cable Internet access service. The transition will be carried out gradually and seamlessly for customers.

Introduction of the IPv6 protocol has become necessary because IPv4 addresses are running out around the world. "The roll-out of the Beta version of IPv6 will give early adopters a chance to get in on the ground floor," said Pierre Roy, Vice President, Engineering, Research and Development. "IPv6 is an important development that will help keep the Internet as open and innovative as the technology permits."

Registered customers of Videotron will be able to actively participate in World IPv6 Day, coordinated by the Internet Society (ISOC), the international organization that governs the development of the Internet. Starting at 8 p.m. on Tuesday, June 7, Google, Yahoo, Facebook and other websites will activate IPv6 for 24 hours.

Subscribers to Videotron Internet access service can find more information on IPv6 and how to register for the Beta version at [videotron.com/ipv6-en](http://videotron.com/ipv6-en)

**Videotron** ([www.videotron.com](http://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 March 31, 2011, Videotron was serving 1,808,600 cable television customers, including 1,243,700 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,267,100 subscribers to its cable and mobile services as of March 31, 2011. As of the same date, Videotron had 164,700 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,129,800 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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