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PRESS RELEASE

For immediate release

Sponsor and official partner of comedy fest's 29th edition

Videotron serves up laughter and more at Just for Laughs

Montréal, June 28, 2011 — As sponsor and official partner of the Just for Laughs Festival / Festival Juste pour rire again this year, Videotron invites fans of humour to enjoy the popular Montréal comedy festival's 29th edition from July 2 – 31 at the site and in their living rooms.

New Videotron main stage

Videotron will be in the thick of the action throughout the Festival. Every evening, the new Videotron stage, located in the heart of the Place des festivals, will feature captivating acts and help make the street come alive for almost the entire month of July.

All the information you need

For festival-goers who want to be sure they don't miss anything, the three Info-Rire Vidéotron stands spread across the site will again provide full information on all Festival events.

Content on Indigo and illico

Television viewers across Québec will be able to experience the Festival in the comfort of their living rooms thanks to Videotron. Videotron galas hosted by Éric Salvail, Laurent Paquin, Jean-François Mercier, Guy Nantel and Jean-Marc Parent will be available live on Indigo, and the next day on illico TV, illico web and illico mobile, along with other Festival content.

Keep on laughing with social media and exclusive video clips

Festival-goers will stand a chance to win Gala tickets and will be able to watch excerpts from the previous day's Gala on Videotron's Facebook page. Visit facebook.com/videotron for more information on the previews and to discuss the Festival with the Videotron community. Exclusive video clips will also be available throughout the festivities at illicoweb.tv/hahaha

Mobile laughs

Videotron will let customers carry the Festival in their pockets by customizing their mobile handsets with Just for Laughs ringtones and wallpapers, spreading comedy far and wide.

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 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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