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PRESS RELEASE

For immediate release

Grooming the engineering and IT professionals of the future Videotron pens 3-year partnership with École de technologie supérieure development fund

Montréal, June 29, 2011 — Videotron is pleased to announce that it has signed a three-year partnership agreement with the École de technologie supérieure de Montréal (ÉTS) development fund to support the training of the next generation of engineering and IT professionals. The agreement clears the way to a unique exchange of information on the telecommunications industry's skilled labour needs and the content of the educational programs offered by ÉTS.

"I strongly believe that the business community needs to work more closely with institutions such as ÉTS to make sure it has the highly skilled people it needs to help build Québec's economic and technological future," said Robert Dépatie, President and CEO of Videotron.

Partner of choice for young engineers

Videotron is constantly growing and always looking for talented employees to work on its numerous projects. It will take advantage of the partnership with ÉTS to strengthen its relationship with the professionals of the future by informing ÉTS students of the many career opportunities in their field. Videotron will also offer them a number of internships and fund career choice scholarships.

Partner in innovation: Formula SAE

As part of the partnership, Videotron will support an ongoing project by ÉTS students to design a one-seat race car by providing a \$60,000 grant (\$20,000 per year for three years). The ÉTS team of approximately 20 students has been entering its vehicle in international contests organized by the Society of Automotive Engineers (SAE), where they compete against students from nearly 200 colleges and universities the world over. The evaluation criteria are based on, among other things, design, endurance and dynamic performance. This year, the ÉTS team finished first in the overall rankings in the international competition, held in California from June 15 to 18, 2011. Long-term funding will let the ÉTS Formula SAE team concentrate on its vehicle's performance and focus its energies on innovation.

"We are very grateful to Videotron for the exceptional financial and technological support they are providing to a student club," said Yves Beauchamp, Director General of ÉTS. "We know it will benefit both our students and Québec businesses."

Videotron Business Solutions has also joined the partnership by installing wiring in ÉTS' recently renovated gym.

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 1,263,600 subscribers to its cable service 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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