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PRESS RELEASE

For immediate release

Best selection of Hispanic programming in Québec!

Videotron launches three new Spanish-language channels

Montréal, November 1, 2011 — Videotron announces that, to meet the information and entertainment needs of its Spanish-speaking customers, it is adding three high-calibre channels to its illico TV line-up as of today: TLN en Español, TeleNiños and Caracol TV.

TLN en Español - channel 248

TLN en Español is Canada's all-Spanish superstation with a wide range of premium general-interest programming from the Latin World including the acclaimed variety shows like *Don Francisco Presenta*, top *telenovelas* featuring *Las Aparicio*, *Sin Senos no hay Paraíso* and *Páginas de la Vida*, the biggest music specials like the *Latin Grammy Awards*, the latest news from Latin-American, sports and hit movies.

TeleNiños - channel 259

The TeleNiños family channel will charm the young and the not-so-young alike with cartoons galore, action series for the entire family and hit movies. Schedule highlights include hit shows *Caillou*, *Little Lulu*, *Arthur*, *Paddington Bear*, and *Ripley's Believe It or Not!* Family entertainment at its best!

Caracol Internacional TV - channel 258

Caracol Internacional TV, carries original programming including popular *telenovelas* such as *Gabriela giros del destino* and, four daily of news programming, drama, comedy and reality TV shows. A window on Colombia's rich cultural scene!

Customers get a free preview of the three new channels until January 4, 2012, after which they will be added to the Hispano package, available for \$15.21 per month. For more information, visit www.videotron.com/service/tv

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 June 30, 2011, Videotron was serving 1,800,700 cable television customers, including 1,270,400 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,266,500 subscribers to its cable service as of June 30, 2011. As of the same date, Videotron had 210,600 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,141,600 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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