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PRESS RELEASE

For immediate release

Videotron announces largest customer base growth in 10 years

Montréal, November 9, 2011 – Videotron announced today that it has registered, in the last quarter, its strongest growth since its acquisition by Quebecor in the early 2000s with a net increase of 169,000 new service subscriptions, counting all products. The Company posted the largest quarterly subscriber increase for cable television service since 1999, for Internet access service since 2008, and for cable telephone service since 2009. Videotron's new mobile network has attracted 173,000 new customers to the Company's mobile services since it was launched slightly more than a year ago, bringing the total number of subscriber connections to 258,100.

"The excellent numbers demonstrate a high level of customer acceptance and confidence in our products and services," said Robert Dépatie, President and CEO of Videotron. "We have been working tirelessly for years to build a close relationship with Québec consumers and we are seeing the results today. This also confirms the soundness of our decision to adopt a customer-focused approach. With our commitment to deliver the best possible customer experience and our high standards of reliability, performance and robustness, we are able to provide an entertainment experience that exceeds their expectations."

Prestigious accolades

In addition to the findings of its own customer satisfaction surveys, Videotron has collected important honours from three independent organizations since the beginning of fall 2011. According to a survey¹ conducted by International Data Corporation (IDC) Canada in January 2011, Videotron leads the industry in customer satisfaction and its customers are also the most likely to recommend their provider to others. Videotron ranked first among more than 20 Canadian communications service providers for customer satisfaction and recommendation likelihood in all service categories (local residential telephone, Internet access, television and mobile telephone service).

Videotron was also named "Brand of the Year 2011" by *Strategy Magazine*. The brand's exceptional growth and successful move into the mobile market were among the factors that caught the editorial board's eye. Most recently, Videotron's flagship store in downtown Montréal won gold in the "Other Digital Media / On the Edge" category at the Digital Marketing Awards.

MOBILITY

An impressive inaugural year

At September 30, 2011, there were 258,100 subscriber connections to Videotron's mobile network, including 173,000 subscriber additions since the launch of the new network on September 9, 2010. Videotron has expanded its selection of devices since the summer with the addition of its first 4G tablet computer (the HTC Flyer), the BlackBerry Bold 9900 and Alcatel One Touch handsets, and today the new 4G BlackBerry Torch 9860, featuring a high-resolution touch screen.

New on Lib tv

In October 2011, Lib tv announced the addition of six new shows to its program line-up. The new channel also reported that, as of September 30, its zany programs had been the most view content on

¹ Consumer Satisfaction Metrics: Consumer Satisfaction Across Voice, Internet, TV and Wireless Service Providers (CA5CT11, August 2011).

illico mobile and illico web. Lib tv is the first channel carrying original content designed specifically for mobile.

CABLE TV

Best quarter since 1999

At September 30, Videotron had 1,844,200 cable television customers, including 1,348,100 households and businesses that now enjoy the benefits of digital television. The net increase of 44,000 residential and 78,000 business customers was the strongest quarterly growth since 1999 and the best since the launch of the Digital TV service.

New sports channel

The last quarter also saw the addition of TVA Sports, TVA Group's new specialty channel, to Videotron's channel line-up. TVA Sports carries wide-ranging programming and has already signed long-term broadcasting agreements with a number of prominent international, national and regional sport properties.

Best selection of Spanish-language programming in Québec

A few days ago, Videotron announced that, to meet the information and entertainment needs of the Spanish-speaking community, it is adding three high-calibre channels to illico TV: TLN en Español, TeleNiños and Caracol Internacional TV. With the new channels, Videotron boasts the best selection of Spanish-language programming in Québec.

Unique content from Quebecers' favourite shows

Videotron has also enriched its offerings of content related to the popular shows *Occupation double* and *Star Académie*. *Occupation double en continu* brings fans of the show live webfeeds available only on illico, giving them an exclusive behind-the-scenes view of the course of true love. *Les Auditions de Star Académie* delivers extra content via illico TV, illico web and illico mobile, including repeats of auditions, judges' confidences and backstage with VOX.

INTERNET

High speed everywhere

As of the end of the third quarter, there were 1,306,400 residential and business subscribers to Videotron's cable Internet access services. The net increase of 39,900 customers during the quarter was the largest since 2008.

Just in time for back-to-school, Videotron enhanced its Internet service with the introduction of its first Dual Carrier Internet key. The USB key supports Videotron's new Mobile Ultimate Speed Internet service, which delivers speeds of up to 42 mbps on Videotron's 4G network.

CABLE TELEPHONE

As of September 30, 2011, Videotron had 1,179,400 residential and business subscribers to its cable telephone service; an additional 37,800 customers who can now place calls to members of the 2.5 million-strong Videotron community free of charge.

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 September 30, 2011, Videotron was serving 1,844,200 cable television customers, including 1,348,100 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,306,400 subscribers to its cable service as of September 30, 2011. As of the same date, Videotron had 258,100 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,179,400 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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