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PRESS RELEASE

For immediate release

Expanded high-definition line-up
Videotron announces 20 more HD channels for Outaouais region

Montréal, November 28, 2011 — Videotron is pleased to announce that, to serve customers better, it is making 20 new high-definition (HD) channels available in Gatineau and environs as of November 30. Changes to Videotron’s analog service over the past several months have made it possible to launch the enhanced HD channel line-up in the region.

“We completed the changes to our analog offerings at the end of September and we are now able to more fully meet the needs of our customers in the region and provide them with the best possible television experience,” said Myrienne Collin, Vice President, Marketing & Product Development, Consumer Division, of Videotron. “Customers now have access to a full digital TV offering including a vast selection of HD channels.”

There is something for everyone – movie buffs, sports fans, fashionistas, news junkies, budding chefs – in the new channel selection. The added HD channels are: APTN, CBC News Network, CNN, Cinépop, LCN, Mlle, Mpix, MusiquePlus, MusiMax, NBA TV Canada, Oasis, OWN, Planète, RDS2, Speed, Super Écran 2, TFO, TVA Sports, Yoopa and Zeste.

For more information, visit videotron.com/television

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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