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PRESS RELEASE

For immediate release

Videotron creates new President for Consumer Services position

Montréal, December 21, 2011 – In light of its outstanding results and strong growth in recent years, Videotron announces today that it is creating a new Office of the President for Consumer Services, to be headed by Manon Brouillette, until now Executive Vice President, Strategy & Marketing.

Videotron, a Québec company with more than 6,000 employees in Québec, is carrying out the reorganization in order to intensify its customer focus as its subscriber base continues to expand. Videotron now serves more than 1,844,200 customers for cable television, nearly 1,306,400 for Internet cable service, nearly 1,179,400 for cable telephone service, and in only one year as a facilities-based provider it has tripled its mobile subscriber connections base to nearly 258,100.

Robert Dépatie, President & CEO of Videotron, has tasked Manon Brouillette with delivering the best possible customer experience in her new position as President for Consumer Services. Since joining Videotron in 2004, Manon has played a lead role in the Company's strategic development and branding. Videotron was named "Brand of the Year 2011" by *Strategy magazine*.

Manon Brouillette has skilfully spearheaded a string of key projects, including the launch of Videotron's new mobile service, the illico web Internet television service, which attracted more than 250,000 unique visitors in its first month, and Ultimate Speed Internet services at 15, 30, 50 and 120 Mbps. Her commitment to Videotron's mission to be Canada's telecommunications and entertainment leader has made a vital contribution to the Company's success. For the past year, she has also been overseeing the development of digital services as Chief Digital Officer of Quebecor Media Inc. (QMI).

The reorganization will enable Robert Dépatie to concentrate more fully on the Company's strategic priorities, vision and growth, and the development of the Videotron group as a whole.

"I am fortunate to be surrounded by colleagues who are as competent as they are dedicated," said Robert Dépatie. "They have a passion for excellence and success. We have the best team in Canada and they will make sure we continue delivering the best customer experience available in the marketplace."

To support Videotron's drive to increase efficiency, capture synergies, innovate and constantly improve its products, corporate divisions have been partially reorganized. Myrienne Collin, formerly head of Marketing & Product Development, has been appointed Senior Vice President, Strategy & Marketing. Myrienne Collin has established an impressive track record for achievement since joining Videotron in 2005. She will continue to report to Manon Brouillette

A new multidisciplinary team responsible for product development for all portfolios has also been created. It will be led by Marie Ginette Lepage, who becomes Vice President, Product Development. Marie Ginette Lepage joined Videotron in 2006 and coordinated the roll-out of Videotron's mobile services, one of the most important strategic projects in the Company's history.

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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