



Media contact only:
Elodie Girardin-Lajoie
Specialist, Media and Analysts
Corporate Communications
Telephone: 514 380-7772
Mobile: 514 516-7772

PRESS RELEASE

For immediate release

Vidéotron rated Québec's most respected telecommunications provider for the 7th consecutive year

Montréal, February 17, 2012 – Vidéotron is proud to have achieved the coveted status of most respected telecommunications company in Québec for the seventh year in a row, according to a *Léger Marketing/Les Affaires* survey on the 250 most respected businesses in Québec. The continuation of the longstanding relationship of trust between the Company and consumers reflects the dedication of Vidéotron and its employees to serving the customer, while actively supporting economic development in Québec and its regions.

"It is an honour to receive this signal mark of recognition from Quebecers," said Robert Dépatie, President and CEO of Vidéotron. "This success rightfully belongs to the 6,000 talented Quebecers who are so devoted to offering our customers the best possible experience. We are committed to continue building on the close relationships we have established by delivering optimal service, reliable high-tech products, and the best entertainment experience anywhere."

Vidéotron has succeeded in maintaining its top ranking, year after year, by focusing on the customer at all times. By anticipating its customers' needs and striving to exceed their expectations, Vidéotron has achieved a remarkable satisfaction rate of 97%, which rises to 100% among subscribers to all four of its products (cable telephone, Internet access, cable TV and mobile telephone).

For Quebecers, by Quebecers

Vidéotron is a driver of economic growth in Québec. Since 2009, it has created more than 2,000 good jobs for skilled workers, developing home-grown expertise in a hi-tech field. Its talented employees share a common passion: serving Quebecers.

Vidéotron (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. Vidéotron 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, Vidéotron was serving 1,844,200 cable television customers, including 1,348,100 subscribers to its digital service. Vidéotron 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, Vidéotron 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 seventh consecutive year, Vidéotron was named Québec's most respected telecommunications company by *Les Affaires* magazine, based on a Léger Marketing survey.

Follow us on the Web | facebook.com/videotron
Follow us on Twitter | twitter.com/videotron