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PRESS RELEASE

Reliable. The fastest. Period.

Videotron launches 200 Mbps Internet access in Québec City

All Videotron customers across Québec have had access to speeds of over 50 Mbps since 2009

Montréal, March 15, 2012 – Videotron is lengthening its lead as the top Internet Service Provider (ISP) in Québec by announcing the launch of Internet access service with download speeds of up to 200 Mbps and upload speeds of 30 Mbps in the Québec City area in May 2012, in time for moving season. Videotron, Québec's telecommunications leader, will therefore remain the fastest access provider in the market. Since 2009, Videotron has been the only ISP to offer service at speeds of more than 50 Mbps across its service area in Québec, which covers nearly 3 million households.

"Because of our cutting-edge Internet services, Quebecers have recognized our network's reliability, performance and robustness for 10 years," said Robert Dépatie, President & CEO of Videotron. "Those strong points have enabled us to achieve industry-leading customer satisfaction levels in Québec."

Impressive achievements

Videotron's technological leadership is built on a host of technological advances and developments in areas including Internet service. In 2010, Videotron became the first ISP in Canada to introduce 120 Mbps Internet access, based on the DOCSIS[®] 3.0 standard.

Videotron has ample room to grow and develop technologically as it will be able to leverage the potential of its hybrid fibre coax network to continue offering its customers ever more advanced services. For example, speeds of 1000 Mbps, or one Gigabit per second, were achieved last year in a US lab on a network comparable to Videotron's.

"I thank our engineers, technical support advisers and IT specialists for their excellent work," said Robert Dépatie. "I believe the high level of customer satisfaction with our services reflects the leadership shown by all our people."

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 December 31, 2011, Videotron was serving 1,861,500 cable television customers, including 1,400,800 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,332,500 subscribers to its cable service as of December 31, 2011. As of the same date, Videotron had 290,600 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,205,300 Québec households and organizations. For the seventh 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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