



**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

## **Videotron customers to get Samsung Galaxy S III™**

**Montréal, May 7, 2012** – Videotron is pleased to announce that the eagerly anticipated Samsung Galaxy S III™ handset will soon be available to its customers. With innovative design and heightened intelligence, the device, which will be arriving on Videotron's 4G network in time for the summer, makes everyday life easier by introducing a new concept in mobile usability.

"Videotron is thrilled to be releasing this exceptional handset for its customers, enhancing its device selection with the addition of a superior-quality phone," said Marie Ginette Lepage, Vice President, Product Development.

The Samsung Galaxy S III™ sets a new standard for gesture-based communication, allowing Videotron customers to communicate and share their experiences naturally and instantly. It is a smarter, more customizable, more intuitive and more powerful device that delivers a compelling user experience.

The state-of-the-art handset's specifications, pricing and availability will be announced in the coming weeks. For more information on Videotron's products and services, visit [videotron.com/mobile](http://videotron.com/mobile)

**Videotron** ([www.videotron.com](http://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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### **About Samsung Electronics Canada Inc.**

Samsung Electronics Canada delivers unrivalled consumer experiences. Samsung enables Canadians to pursue their passions by offering a broad range of award-winning digital consumer electronics, IT, telecommunications and home appliance products. The Canadian arm upholds Samsung's global mission to provide consumers with innovative digital convergence products that possess exceptional technology, quality, features, performance and value. As a result of its commitment to innovation and unique design, Samsung has become one of the most decorated brands in the electronics industry. The company was ranked #17 in BusinessWeek/Interbrand "100 Best Global Brands" and was named as one of Fast Company's "50 Most Innovative Companies of 2011."