



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

As of May 30

illico TV new generation available to more than 6 million Quebecers across the province

Montréal, May 24, 2012 – Encouraged by the positive customer response to date, Videotron is making illico TV new generation available across its service area as of May 30, 2012. After a successful roll-out in the first target regions, Videotron will offer the new television service, made by Quebecers for Quebecers, throughout Québec with the aim of delivering the best possible customer experience. Starting May 30, more than 6 million Quebecers will be able to enjoy illico TV new generation.

“Since its launch in March, illico TV new generation has won over Quebecers with its simplicity, customizability and superior user interface,” said Manon Brouillette, President, Consumer Market. “We are now offering this state-of-the-art product across Québec to let all our customers enjoy the new high-definition experience and one-click access to a selection of content and entertainment that is unrivalled in Canada, with a catalogue of more than 33,000 on-demand titles.”

The HD set-top boxes and HD personal video recorders (PVRs) currently available at Videotron points of sale all support illico TV new generation.

Free and easy migration

Customers who have a compatible set-top box (CISCO 4642 or CISCO 8642) can pre-order illico TV new generation now at the Customer Centre (<http://bit.ly/JeAoHB>) or by dialling 1 877 477-1754. They will be first in line to enter the new generation. Customers will be migrated to the new service in batches starting May 30. Those who pre-order will immediately be given a switch-over date by the computer. Their set-top box will automatically switch to illico TV new generation within 72 hours after that date. Migration is free and there is no additional monthly fee.

For a limited time, Videotron is offering customers who wish to obtain a compatible box a 50% discount on the HD set-top boxes and HD PVRs, now priced at \$149 and \$299 respectively.¹ The equipment can also be leased for \$5.99 per month or \$8.99 per month respectively. For full details on illico TV new generation and its exciting features, 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 March 31, 2012, Videotron was serving 1,854,000 cable television customers, including 1,417,500 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,340,500 subscribers to its cable service as of March 31, 2012. As of the same date, Videotron had 312,800 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,212,500 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.

Follow us on the Web | facebook.com/videotron

¹ Certain conditions apply.

Follow us on Twitter | twitter.com/videotron