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PRESS RELEASE

For immediate release

At Just for Laughs
Videotron takes comedy to the next level

Montréal, July 16, 2012 – For the first time, Videotron is offering visitors to the Just for Laughs Festival a chance to laugh 50 metres above the ground. From July 14 to 28, at the comedy festival's 30th edition, "Vidéotron en altitude" will take 22 daring festival-goers to the *Dinner in the Sky* platform high above the festival site. In a Québec first, Dinner in the Sky is open to all.

From July 14 to 27, fans of comedy and high-wire acts who want to experience Just for Laughs in a new way can text **Envol** to **777888** for a chance to spend 30 minutes in the sky with a friend and enjoy one of the most spectacular views in town with hostess Vanessa Pilon. Departure times are from 6:00 p.m. to 10:00 p.m. on weekdays and 3:30 p.m. to 9:00 p.m. on July 21 and 22. Ready, set, take off!

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.

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