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**PRESS RELEASE**

For immediate release

4 more high-definition channels

## **Enhanced HDTV experience for Videotron customers**

**Montréal, August 30, 2012** – In response to consumer demand, Videotron is introducing four leading high-definition (HD) channels, including three English-language services. Videotron begins carrying HGTV Canada HD, Food Network Canada HD, Showcase HD and the French-language channel Prise 2 HD. The eagerly awaited additions enhance Videotron's already impressive HD line-up.

The new HD channels offer programming that will appeal to many Videotron customers. **HGTV Canada HD** is the address for entertaining stories about the connections people have with the places they call home, and can now be found at channel 783 on the illico dial. Food lovers will welcome the arrival of **Food Network Canada HD**, which serves up the most delicious content on channel 782. **Showcase HD**, at channel 676, will thrill fans of hit cable dramas and big, blockbuster movies.

**Prise 2 HD** is a Québec channel that carries hit Québec and foreign series and the best classic films. Videotron customers will be able to tune it in at channel 695 and relive the feature films, sitcoms and TV dramas of their youth in HD.

Nat Geo Wild is also being added at channel 118 as a standard channel. A National Geographic channel, Nat Geo Wild is a family friendly, all-animal television network that offers powerful encounters with wildlife ever seen on television.

For more information about Videotron's channel line-up, visit [videotron.com/residential/illico](http://videotron.com/residential/illico)

**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 June 30, 2012, Videotron was serving 1,837,900 cable television customers, including 1,425,000 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,341,100 subscribers to its cable service as of June 30, 2012. As of the same date, Videotron had 347,600 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,223,400 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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