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## PRESS RELEASE

For immediate release

### 1 million customers with 3 or 4 products **Customer confidence propels Videotron to new heights**

**Montréal, October 17, 2012** – Videotron, the Québec telecommunications leader, now has one million multiproduct customers. The milestone confirms the high regard in which Videotron is held by Quebecers. Today, more than a million households subscribe to a bundle combining either three or four of Videotron’s services (cable television, Internet access, residential telephone service, mobile telephone service). Those customers enjoy the benefits of the savings, superior entertainment experience and technological convergence offered by Videotron’s service bundles.

#### **By Quebecers for Quebecers**

“We have achieved this key milestone thanks to our 6,000 dedicated employees,” said Robert Dépatie, President and CEO of Videotron. “Day after day, they work hard to make life easier for our customers. Videotron’s employees are Quebecers working for Quebecers, doing their utmost to deliver the best customer experience.”

#### **Unrivalled satisfaction rates among multiproduct customers**

The love story between Videotron and Quebecers continues. Videotron ranks with the best, boasting a satisfaction rate of more than 98%<sup>1</sup> among customers with three or four products. That record has yet to be equalled. In 2012, a Léger Marketing survey rated Videotron the most respected telecommunications company in Québec for the seventh year in a row.

Videotron customers can count on a state-of-the-art, robust, reliable network that is one of the most powerful in North America. By leveraging Québec expertise and advanced technology, Videotron is able to offer customers a stand-out experience and an unparalleled selection of content on illico TV, illico web and illico mobile. It differentiates itself from the competition by combining the power of fibre optics, coax cable and wireless technology, and by constantly renewing its diverse service and content offerings.

**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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<sup>1</sup> Léger Marketing, June 2012.

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