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PRESS RELEASE

For immediate release

Three new smartphones for Videotron customers

Montréal, October 24, 2012 – As part of its ongoing effort to offer customers the best and most advanced equipment, Videotron is releasing three new smartphones today: the LG Optimus 4X HD, the Motorola RAZR™ V and the HTC One™ S.

Sporting clean lines, high-resolution cameras and ultra-powerful processors, these three full-featured handsets have everything Videotron customers desire.

Top performance with LG Optimus 4X HD

The LG Optimus 4X HD's powerful NVIDIA Tegra 3 quad-core processor supports lightning fast execution and unparalleled responsiveness. No more waiting!

Its responsive Web browser delivers snappy performance and will impress Videotron customers with its multi-tasking capabilities. The LG Optimus 4X HD also offers breathtaking HD image quality on its 4.7" screen.

HTC One™ S for extraordinary photos

The refined, elegant-looking HTC One S offers stunning image quality thanks to its powerful 8 MP camera. Photos are always sharp, regardless of lighting or movement. Automatic smile detection, face detection, burst shot mode, and it takes still photos while recording video: never miss a shot!

The HTC One™ S also boasts a large 4.3" screen made of bright, high-tech, scratch-resistant Gorilla Glass™. In addition to the phone's string of unique features, music lovers will appreciate the crystal clear, realistic sound for all varieties of music, exactly as the artist intended, courtesy of HTC's alliance with Beats Audio™.

Motorola RAZR™ V: Smart

The latest addition to the RAZR™ line is the light, ultrathin Motorola RAZR™ V. With its 8.4 mm thick frame and KEVLAR™ housing, this phone is an attention-grabber. Its state-of-the-art 4.3" ColourBoost™ screen is scratch-resistant, shock-resistant and waterproof.

The Motorola RAZR™ V also comes loaded with SMARTACTIONS™, an app that intelligently automates daily tasks, extends battery life and makes life easier for users. Other impressive features include automatic switching to silent mode during scheduled meetings and courses, and automatic playback of the user's favourite music when the earphones are plugged in.

illico mobile: largest selection of French-language and local content

Customers will also be able to use these handsets to access one of the richest selections of mobile content in Canada, particularly for French-language and Québec titles. Videotron customers can enjoy the most diverse mobile entertainment experience available, with more than 3,000 hours of free content, a catalogue of nearly 8,000 television programs and series, 41 television channels, 26 of them live, and 45 Galaxie music channels.

The LG Optimus 4X HD is available starting at \$129.95, the Motorola RAZR™ V starting at \$29.95 and the HTC One™ S starting at \$49.95, all with a 36-month economic inducement.¹ For more information on these handsets and Videotron's other products and services, visit www.videotron.com/residential/mobile

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 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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¹ Certain conditions apply.