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PRESS RELEASE

For immediate release

100,000 orders on illico TV, web and mobile in 8 weeks
***Hunger Games* sets a new record as
Videotron customers flock to video on demand**

Montréal, October 29, 2012 – Once again, Videotron is the leader of the pack, having logged 100,000 orders for the feature film *The Hunger Games* on all platforms combined, a first since the launch of illico on Demand in 2003.

The numbers confirm the popularity of both Videotron's video on demand service and *The Hunger Games*. In just eight weeks, the movie set a new record for combined orders on all illico on Demand platforms (TV, web and mobile). No other movie has reached the 100,000 milestone.

"The success of *The Hunger Games* proves that Videotron is on the same wavelength as its customers and is taking the lead in offering them the entertainment content they want," said Yann Paquet, Vice President, Multiplatform Content. "Videotron makes it possible for movie buffs to watch an incredible variety of movies on the platform of their choice. That is the commitment we work to fulfil, day after day."

With a single click, Videotron customers can access more than 30,000 video on demand titles per year and the largest selection of French-language movies and television programs in Canada. Videotron's constantly renewed selection of content and products delivers the best entertainment experience on the market.

The Hunger Games is available on illico on Demand (TV), illico.tv and illico mobile until December 30, 2012.

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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