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## PRESS RELEASE

For immediate release

Based on service quality at its stores and kiosks

### **Videotron named best telecommunications retailer in Québec**

**Montréal, December 14, 2012** – Videotron is proud to be ranked the best retailer in the telecommunications industry in Québec for the second year in a row, according to a Léger Marketing survey published in *Les Affaires*. The distinction reflects the Company's commitment to delivering the best possible shopping experience at all its points of sale by offering customers outstanding service, dedicated employees and high-quality products that meet their needs, all under one roof.

The employees at Videotron's 150 retail outlets – kiosks, stores, counters at Superclub locations – across Québec are at the heart of the Company's drive to provide a unique shopping experience.

"We are honoured to see our efforts recognized by the public," said Manon Brouillette, President, Consumer Market. "Our close relationship with Quebecers pushes us to go the extra mile by anticipating our customers' needs, day after day. Of course, the focus on customer experience is built into our DNA. We leverage the talents and expertise of our 6,000 employees to constantly deepen our relationship with our customers. Our employees' commitment to excellence is palpable and we thank them for their dedication."

Videotron has been able to maintain its standing in the public mind, year after year, because of its customer-driven approach in all its activities. Recognition as the best telecommunications retailer in Québec, the latest in a series of honours obtained during the past year, sets Videotron apart from the competition once again.

**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 September 30, 2012, Videotron was serving 1,852,900 cable television customers, including 1,457,800 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,369,600 subscribers to its cable service as of September 30, 2012. As of the same date, Videotron had 378,300 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,249,700 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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