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PRESS RELEASE

For immediate release

Mobile telephone service

Videotron lets the customer take control with Mobile Usage app

Montréal, December 19, 2012 – Videotron announces the release of its new Mobile Usage app, which is sure to will please customers who want to manage their data plan effectively. Starting today, residential and business customers can use it to monitor their Internet data usage on their Android smartphone and/or tablet at all times.

Videotron is offering its customers a distinctive, easy, user-friendly way to manage their mobile Internet usage when they want, where they want.

Smart app

The practical Mobile Usage app automatically recognizes the customer's Internet plan and requires no set-up after it is downloaded. It gives customers a detailed daily overview of their data usage, comparative tables showing current data usage versus previous months, and a summary of the overage charges that apply if the customer's data allowance is exceeded.

The free, fast, easy-to-use Mobile Usage app expands Videotron's set of data management tools, which include the Customer Centre and text alerts.

The app is free and is compatible with all Android (versions 2.1 and up) tablets and smartphones carried by Videotron. To download it, visit the Google Play Store at play.google.com

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 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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