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PRESS RELEASE

For immediate release

Eighth consecutive year
**Videotron remains most respected
telecommunications company in Québec**

Montréal, March 13, 2013 – Videotron takes top honours again: the latest annual Léger Marketing/*Les Affaires* survey of Québec's 250 most-respected companies has ranked Videotron first among telecommunications companies for the eighth year in a row. The coveted title, which Videotron has won every year since 2005, attests to the close relationship between Québec households and Videotron's 6,000 customer-focused employees.

"It is always an honour for us to receive this confirmation of the high regard in which we are held by Quebecers," said Robert Dépatie, President and CEO of Videotron. "Day after day, we strive to provide the best possible experience for our customers, to make their lives easier, to make a difference. This recognition proves that we are succeeding, that we have been able to stand out by virtue of the attention we pay to our customers. More than ever, they will be our top priority in 2013."

Québec expertise serving Quebecers

Videotron, a Québec company dedicated to serving Quebecers, has been able to stay at the top by differentiating itself with unique, innovative, compelling products. Videotron released a series of new services for customers in 2012 and passed the million-customer mark for bundled services in October 2012. Today, more than a million households trust Videotron for cable TV, Internet access, residential telephone service and mobile telephone service, delivered via a hybrid fibre optic / coax cable / wireless network with limitless potential for development.

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 eighth 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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