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**PRESS RELEASE**

For immediate release

Five All-inclusive Mobile plans give customers more  
**Videotron enhances mobile plans**

**Montréal, March 20, 2013** – Videotron is pleased to announce that it is overhauling its Mobile plans to simplify the customer experience. Five all-inclusive plans are now available. All feature unlimited messaging (text, photo, video), voice mail, call display and unlimited calling between Videotron customers.

In addition to free long-distance calling between subscribers to Videotron’s telephone service, a community of nearly 3 million people, customers will enjoy a mobile experience that is among the best: powerful, state-of-the-art mobile services supported by Videotron’s 4G network.

**Streamlined and enhanced**

“In view of our determination to constantly make life easier for customers and offer them a mobile telephone experience that is among the best, we have decided to go for simplicity,” said Manon Brouillette, President, Consumer Market. “Our new pricing structure with five Mobile plans enhances our existing plans and gives customers more.”

**A plan to suit every need**

Videotron’s five new simplified plans will meet the needs of both small users and power users of mobile devices. With prices starting at just \$19.95 per month and unlimited texting, voice mail and call display included in all plans, the new structure offers Videotron mobile telephone customers superior value.

	Voice			Voice and data	
	<b>\$19.95</b>	<b>\$24.95</b>	<b>\$34.95</b>	<b>\$39.95</b>	<b>\$49.95</b>
Local evenings and weekends starting at 6 p.m.	-	unlimited	unlimited	unlimited	unlimited
Daytime minutes	100 (anytime)	100	unlimited	100	unlimited
Data	-	-	-	500 Mb	1 Gb
Unlimited messaging (text, photo, video)	Unlimited Canada, U.S. and international				
Included options	Call display Voice mail	Call display Voice mail	Call display Voice mail	Call display Voice mail	Call display Voice mail

For more information on Videotron’s new streamlined and enhanced mobile plans, visit [videotron.com/mobile](http://videotron.com/mobile).

**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 December 31, 2012, Videotron was serving 1,855,000 cable television customers, including 1,484,600 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,387,700 subscribers to its cable service as of December 31, 2012. As of the same date, Videotron had 402,600 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,264,900 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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