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PRESS RELEASE

For immediate release

The most eagerly awaited Android handset of 2013
**Samsung Galaxy S4 coming soon
for Videotron customers**

Montréal, April 15, 2013 – Videotron announces that the Samsung Galaxy S4 is available for pre-order as of today. The latest member of the Galaxy S family is more than a smartphone: it will offer customers the smartest and most user-friendly entertainment experience ever on Videotron's powerful 4G network.

"Videotron sets itself apart by offering customers state-of-the-art devices," said Marie Ginette Lepage, Vice President, Product Development. "Videotron is a provider of choice of Android handsets. The addition of Samsung's flagship Galaxy S4 phone to our selection of advanced mobile devices will meet the needs and expectations of the most demanding customers."

A life companion

The Samsung Galaxy S4 is designed to make every moment meaningful. Its features includes "Air Gesture," which lets users control the device with a wave of the hand, and "Smart Pause," which allows users to control the screen by where they look. Change the music track, scroll up and down a web page, or accept a call without ever touching the screen!

Videotron customers who pick up this intuitive and powerful smartphone will also enjoy the "S Translator" automated voice translator, a 13 megapixel rear camera, and the "Dual Camera" feature, which allows simultaneous use of the front and rear cameras.

Innovation at your fingertips

With an enhanced feature set, the technologically innovative Samsung Galaxy S4 is designed to make life easier for users and enable them to live in a world of infinite possibilities. The Samsung Galaxy S4 is slimmer and lighter yet stronger than its predecessor, with less to hold but more to see, and a 5" screen boasting the world's first Full HD Super AMOLED display.

Pre-orders start today

To offer its customers the best possible experience, Videotron is opening pre-orders for the Samsung Galaxy S4 today. Customers can place an order at www.videotron.com/residential/mobile or by calling 1 877 512 0911. The Samsung Galaxy S4 will be priced at \$199.95 with a monthly plan that costs \$49.95 or more. It will also be available at \$649.95 retail.

For more information on the Samsung Galaxy S4 and Videotron's other products and services, visit www.videotron.com/residential/mobile/devices-and-accessories

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 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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