



PRESS RELEASE

For immediate release

Travelling electronics recycling collection

Quebecor and Videotron report results that exceed expectations

Montreal, April 25, 2013 – Quebecor and Videotron, proud partners of Jour de la Terre Québec since 2007, report that the first mass public collection of electronic equipment, organized as part of the Earth Calling program on April 22, was a resounding success. Sixteen metric tons (36,000 lbs.) of electronic devices of all kinds (computers, monitors, batteries, etc.) were brought to the drop-off point set up in Victoria Square for citizens to deposit their obsolete equipment.

“Quebecor is proud of its 7-year partnership with Jour de la Terre Québec,” said Pierre Karl Péladeau, President and CEO of Quebecor. “This collaboration has helped us develop all kinds of external programs to protect the environment, a cause that is deeply ingrained in our corporate culture. The success of last Monday’s travelling collection shows how small acts can add up and make a difference.”

Beyond expectations

In an unprecedented success, the travelling collection organized by Quebecor and Videotron brought in more computer and electronic equipment in one day (16 metric tons) than had been collected since the creation of the Earth Calling program in 2008 (10.5 metric tons).

“With more than 16 metric tons of electronic and computer equipment collected in just one day, we are pleased to be able to say that our call to action paid off!” said Robert Dépatie, President and CEO of Videotron. “These products are a gold mine of precious metals and other valuable materials. On Monday, the public answered the call and thronged to our collection. It shows people do care.”

The Earth Calling program diverts small electronic devices that are defective or no longer used away from landfill sites, giving them a second life by recycling components and safely disposing of hazardous substances. People who want to dispose of their devices but were unable to bring them to the travelling collection point can deposit their mobile handsets, cables, connectors, chargers, remote controls, tablets, batteries and accessories in the Earth Calling recycling bins at more than 240 Videotron, Le Super Club Vidéotron and Archambault locations. Starting in July 2013, set-top boxes, digital receivers and modems will also be accepted.

To find the nearest drop-off point, visit www.jourdelaterre.org

Quebecor Inc. (TSX: QBR.A, QBR.B) is a holding company with a 54.7% interest in Quebecor Media Inc., one of Canada’s largest media groups, with more than 16,000 employees. Quebecor Media Inc., through its subsidiary Videotron Ltd., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access services, cable telephony and mobile telephony. Through Sun Media Corporation, Quebecor Media Inc. is the largest publisher of newspapers in Canada. It also operates Canoe.ca and its network of English- and French-language Internet properties in Canada. In the broadcasting sector, Quebecor Media Inc. operates, through TVA Group Inc., the number one French-language general-interest television network in Québec, a number of specialty channels, and the SUN News English-language channel. Another subsidiary of Quebecor Media Inc., Nurun Inc., is a major interactive technologies and communications agency with offices in Canada, the United States, Europe and Asia. Quebecor Media Inc. is also active in magazine publishing (Publications TVA Inc.), book publishing and distribution (Sogides Group Inc. and CEC Publishing Inc.), the production, distribution and retailing of cultural products and music streaming (Archambault Group Inc. and TVA Films), video game development (BlooBuzz Studios inc.), DVD, Blu-ray disc and videogame rental and retailing (Le Superclub Videotron Itée), the printing and distribution of regional newspapers and flyers (Quebecor Media Printing

Inc. and Quebecor Media Network Inc.), news content production and distribution (QMI Agency), multiplatform advertising solutions (Quebecor Media Sales) and the publishing of printed and online directories, through Quebecor MediaPages™.

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 June 30, 2012, Videotron was serving 1,837,900 cable television customers, including 1,425,000 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,341,100 subscribers to its cable service as of June 30, 2012. As of the same date, Videotron had 347,600 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,223,400 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.

Jour de la Terre Québec's mission is to support the efforts of individuals, organizations and companies to protect the environment by celebrating practical action on April 22 and every day of the year. In Québec, Earth Day has been celebrated since 1995. Since that time, the level of voluntary participation in environmental activities has grown steadily in Québec. Around the world, over one billion people in 192 countries now take action every year on Earth Day, the largest participatory environmental movement in the world. Every year, many Quebecers express their convictions and demonstrate new ways to shape the Québec of the future. Earth Day is an opportunity to highlight the hopes of millions of people who aspire to live in a world governed by respect for ourselves, others and the Earth's ecosystems.

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