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PRESS RELEASE

For immediate release

For moving season

Videotron adds set-top boxes, digital receivers and modems to its electronic equipment recovery program

Montréal, June 27, 2013 – As of July 1, 2013, just in time for moving season, Videotron's Earth Calling program, operated in partnership with Earth Day Québec, will begin accepting unused and end-of-life set-top boxes, digital receivers and modems,¹ in addition to the other types of electronic equipment that all members of the public can deposit in the recycling bins at all Videotron, Le SuperClub Vidéotron and Archambault locations across Québec.

"Videotron's commitment to the environment is firmly embedded in its daily practices," said Manon Brouillette, President and Chief Operating Officer of Videotron. "We are committed to offering the public a simple and effective way to make a difference for the environment and dispose of obsolete equipment at the same time when they visit one of our stores."

Easy to do, close to home

Videotron's Earth Calling program encourages the public to bring obsolete electronic equipment (mobile handsets, cables, connectors, chargers, remotes, tablets, batteries, accessories, video game consoles, set-top boxes, digital receivers and modems) to more than 240 Videotron, Le SuperClub Vidéotron and Archambault locations across Québec. By keeping these items out of landfill sites and incinerators, Videotron is helping to prevent damage to health and the environment while giving the equipment a second life by recycling components and safely disposing of hazardous materials.

Effective program

Since its inception, the Earth Calling program has recovered impressive quantities of electronic equipment: more than 96,800 cell phones have been collected since 2008, 14,341 pounds of batteries since December 2012, and 16 tons of electronics at the itinerant e-waste collection held at Victoria Square on April 22, 2013. As well, in response to the Québec government's *Regulation respecting the recovery and reclamation of products by enterprises*, which have been in force since July 2012, Videotron is shouldering the environmental handling fee related to the new recycling requirements for the vast majority of the products sold in its stores.

To find the nearest collection point, visit www.jourdelaterre.org and click on "Allo la Terre".

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 illico interactive television service and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of March 31, 2013, Videotron was serving 1,849,200 cable television customers, including 1,500,300 subscribers Digital TV. Videotron is also the Québec leader in high-speed Internet access, with 1,397,300 subscribers to its cable service as of March 31, 2013. As of the same date, Videotron had 420,900 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,274,000 Québec households and organizations. For the eighth consecutive year, Videotron was ranked as Québec's most respected telecommunications company by *Les Affaires* magazine, based on a Léger Marketing survey.

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¹ Only product categories sold at Videotron, Le SuperClub Vidéotron and Archambault stores are collected under the Earth Calling program.