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PRESS RELEASE

For immediate release

More TV when you want, where you want **Videotron introduces multi-room PVR to make life easier for customers**

Montréal, June 21, 2013 – Videotron is making life easier for its customers once again by adding a new functionality to its illico TV new generation service: the multi-room PVR feature.

Television viewers throughout Videotron's service area can now tape their favourite programs and watch them on any television set in the home that is equipped with a new-generation HD set-top box. It is therefore possible to record a show in one room and watch it in another.

"It is blazingly simple to use," says Manon Brouillette, President and Chief Operating Officer of Videotron. "The multi-room PVR feature gives Videotron customers the best possible tech experience by allowing more flexible television viewing. Once again, Videotron is taking the television experience to another level and offering service tailored to our customers' needs."

Available across Québec

The multi-room PVR feature lets customers access content saved on an illico new generation PVR from any new-generation set-top box in the home. Customers can also pause and then resume play on a different television set in the home equipped with a new-generation set-top box.

To take advantage of the multi-room PVR feature*, Videotron customers need to have a new-generation PVR and another new-generation HD set-top box (available on lease). They can then access all their recordings from all their television sets, as well as a peerless selection of high-definition content supported by a powerful, evolutionary technological platform.

illico TV new generation is an exceptional entertainment showcase with a rich catalogue of more than 30,000 video-on-demand titles per year. It delivers the best possible technological and entertainment experience to more than half a million customers, day after day.

Customers can obtain the multi-room PVR feature by visiting www.videotron.com/residential/television/what-is-illico-tele, calling Customer Service at 1 88-VIDEOTRON, or visiting any Videotron retail location.

* This function requires installation by a technician. Videotron digital TV customers should first make sure that their set-top boxes are compatible or obtain one or more new-generation set-top boxes.

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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