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NEWS RELEASE

For immediate release

Record number of new subscribers during third quarter

Videotron's Cable Telephony continues to be popular amongst Quebecers

Montréal, Wednesday September 26, 2007 – Videotron announced that during the month of August it had a record week during which 8,700 new cable telephony subscribers were added, including one day with more than 1,900 new subscribers added.

As of September 24, 2007, one week before the end of this year's third quarter, Videotron's cable telephony service growth for the quarter-to-date had already surpassed last year's growth for the full third quarter, establishing a new record for the company. This record growth also applied to another Videotron product, Internet. In the period from July 1, 2007 through September 24, 2007, more than 68,100 Quebecers subscribed to Videotron's cable telephony service and 44,000 to the cable modem service, compared to 60,900 new cable telephony and 43,900 new cable modem subscribers for the entire third quarter of 2006.

"Following this spring's market deregulation of local telephony, Videotron continues to perform well and our cable telephony service continues to attract significant numbers of new customers," said Robert Dépatie, President and Chief Executive Officer.

Since the beginning of the year, an average of approximately 35% of Videotron's weekly cable telephony sales were to people who were not subscribers to any Videotron product. Among them, approximately 67.5% opted for the « trio » of cable telephony, cable television and Internet.

"I am very pleased with these results. We have a team of very competent people dedicated to ensuring that we deliver the best customer experience. Our customers recognize this, and these results are a demonstration of their confidence both in our team and our products. To them, I say thank you," concluded Dépatie.

Videotron Ltd. (www.videotron.com), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access services, cable telephony and wireless telephone service. Videotron is a leader in new technologies with its *illico* interactive television system and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of September 24, 2007, Videotron was serving 1,614,000 cable television customers in Québec, including 717,000 *illico* subscribers. Videotron is the Québec leader in high-speed Internet access, with 896,000 subscribers to its cable modem service as of September 24, 2007. As of that date, Videotron had activated 38,000 phones on its wireless telephone service and was providing cable telephone service to more than 570,000 Québec households and organizations.