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PRESS RELEASE

For immediate release

Agreement with unions in Eastern Québec and Saguenay Videotron renews collective agreements with 802 unionized employees for five years

Montréal, August 30, 2013 – Videotron management is pleased to announce that its unionized employees have ratified the agreement in principle reached earlier this summer with the Executive of Local 1417 of the Canadian Union of Public Employees to renew current collective agreements before expiry.

The five-year agreement renews the collective agreements of Videotron's 541 employees in Eastern Québec until 2018 and its 261 employees in Saguenay-Lac-Saint-Jean until 2019.

"This positive development reflects the commitment of both parties to continue growing the company and pursuing shared business objectives," said Manon Brouillette, President and Chief Operating Officer of Videotron. "The meetings were conducted in an atmosphere of mutual respect and a spirit of open-mindedness and broad understanding of the realities and issues. The operational flexibility this agreement affords us will enable us to concentrate on forward-looking projects such as roll-out of the LTE network, development of our unique entertainment proposition and the launch of innovative products and services."

In an increasingly competitive market environment, early renewal of the collective agreements will allow Videotron to continue making a difference in customers' lives and differentiating itself by delivering the best possible experience in order to maintain its status as Québec's most respected telecommunications company. Serving customers for nearly 50 years, Videotron continues to uphold its longstanding commitment to excellence and to play a leading role in Québec's economic development.

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 June 30, 2013, Videotron was serving 1,832,400 cable television customers, including 1,502,000 subscribers Digital TV. Videotron is also the Québec leader in high-speed Internet access, with 1,395,400 subscribers to its cable service as of June 30, 2013. As of the same date, Videotron had 451,100 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,274,700 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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