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PRESS RELEASE

For immediate release

In line with new *Wireless Code*

Videotron customers get 24-month amortization period

Montréal, September 11, 2013 – In keeping with its commitment to always give its customers more, Videotron has announced that, as of today, customers will be able to pay for all the mobile devices they carry in 24 months with no increase in rates.

“Since it entered the mobile telephone market exactly three years ago, Videotron has always sought to differentiate itself from the competition,” said Manon Brouillette, President and Chief Operating Officer of Videotron. “To do so, we have reshaped the market by offering exceptional, unprecedented plans that deliver the best mobile technology experience on the market.”

Same plans, same prices

With this move, Videotron is eliminating the amortization periods that tied consumers to a carrier for 3 years. In another example of its inclination to do things differently, Videotron has also announced that, unlike its competitors, it will not increase the prices of its newly enhanced mobile plans. Videotron customers will still be able to enjoy state-of-the-art mobile service, the full power of Videotron’s 4G network and an experience that is among the best available today, all at the same price.

In March 2013, Videotron overhauled and enhanced its mobile services by introducing five all-inclusive mobile plans that make life easier for customers and offer superior value.

In addition to free long-distance calls among Videotron’s nearly 3 million customers, mobile customers were also offered advantageous new options that make international roaming rates much more affordable and significantly reduce the cost of long-distance calls in North America.

For more information on Videotron’s mobile services, visit www.videotron.com/residential/mobile

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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