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PRESS RELEASE

For immediate release

Special programming throughout the fall season **Videotron marks 10 years of video on demand**

Montréal, September 20, 2013 – To celebrate the 10th anniversary of its video on demand (VoD) service and thank its customers, Videotron is offering special programming through the end of the year, featuring the best television programs and movies of the past 10 years. Customers will be able to easily find discounted content on illico TV (on channel 900), illico.tv, the illico.tv app for tablets and illico mobile.

“We wanted to show our gratitude to our customers, to whom we owe these 10 years of success, by offering them programming tailored to their tastes,” said Isabelle Dessureault, Vice President, Content Operations and Public Affairs. “Videotron has been an innovator over those 10 years: it has overhauled its business models and has helped reshape entertainment habits in Québec by delivering a product that anticipates consumers’ expectations. Thanks to VoD, customers have a unique entertainment experience at their fingertips, whenever and wherever they want.”

To mark the 10th anniversary of its video on demand service, Videotron is giving its customers more: classic programming at a classic price! The rich special content includes hit movies of the past 10 years. They will be on the menu throughout the fall season.

10 years of innovation

Videotron became the first company in Canada to offer its customers VoD in 2003. Since then, the service has steadily grown and evolved; today, it offers the richest and most diverse selection of French-language content over a state-of-the-art network with infinite potential. Year after year, Videotron has maintained its position as an entertainment trendsetter. Its video on demand service was immediately embraced by consumers and has helped drive the popularity of VoD in Québec, logging some 100 million orders on illico TV, illico.tv and illico mobile last year.

10th anniversary contest

And that’s not all! To give its customers still more, Videotron is launching an exclusive contest for its subscribers. Entering is easy: any customer who orders a movie on VoD will be automatically entered in the contest and could win an entertainment package including 10 free video on demand orders and a 10-month subscription to illico Club Unlimited. There will be one winner per week until October 18.

For more information on the 10th anniversary of video on demand, visit illico.tv

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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