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PRESS RELEASE

For immediate release

More than 2,000 titles for TV fans

***illico Club Unlimited* brings its unmatched selection of content to the iPad**

Montréal, October 18, 2013 – Good news for Québec and Ontario consumers who enjoy watching on-demand television programs and movies on their mobile devices: Videotron has listened and is bringing its *illico Club Unlimited* service to the iPad by releasing an update of its *illico.tv* app, available from the App Store as of today. *illico Club Unlimited* offers an unrivalled, unlimited selection of movies, television series, children's content, documentaries, music and comedy.

More than 2,000 titles

illico Club Unlimited allows limitless access to an extensive, regularly updated catalogue of content, featuring thousands of titles from the leading local and foreign studios, hand-picked to match consumers' tastes. It meets the consumer appetite for video on demand with one of the largest selection of unlimited content available in Québec. The numbers confirm its popularity: only a few months after launch, more than 50,000 customers have signed up for the new subscription video on demand service.

"*illico Club Unlimited* is a product of our determination to offer our customers the best possible experience and meet their fast-changing needs," says Isabelle Dessureault, Vice President, Content Operations and Public Affairs. "By giving them fingertip access to the content of their choice, when and where they want, Videotron is making life easier for consumers and propelling them into a bright new world of entertainment."

In addition to rich content and a user-friendly interface, subscribers to *illico Club Unlimited* enjoy surprising speed and power thanks to the advanced ergonomics of the *illico* platforms. They can access the catalogue directly from their *illico* TV new generation set-top box on channel 900, on the Web at *illico.tv*, or using the *illico.tv* app for iPad and Android tablets, all for only \$9.99 per month. New subscribers who sign up by November 5 will get the first month free.

To find out more about *illico Club Unlimited*, visit bit.ly/ClubUnlimited

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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