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**PRESS RELEASE**

For immediate release

For second consecutive year

## **Videotron teams up with Operation Red Nose of Montréal**

**Montréal, December 2, 2013** – Videotron is proud to partner with Operation Red Nose of Montréal's 30<sup>th</sup> annual drive safe campaign. As a company that is responsive to its customers and committed to the community, Videotron is pleased to support a homegrown organization that has become a Québec holiday tradition.

"We are delighted to be associated with Operation Red Nose of Montréal for the second year in a row," said Manon Brouillette, President and Chief Operating Officer of Videotron. "This partnership continues our engagement with the Montréal community and supports an eminently worthwhile organization."

### **Videotron Centre**

Operation Red Nose's Montréal coordinating centre will be baptized the Centrale Vidéotron de l'Opération Nez rouge de Montréal. Québec's telecommunications and entertainment leader will also provide Operation Red Nose with mobile telephones to facilitate communications among its people during the 2013 campaign. Finally, Videotron customers will be able to access Red Nose's drive-home services directly until December 31, 2013 by dialling \*NEZ (\*639) from their mobile phone.

Operation Red Nose is a non-profit organization founded in Québec City in 1984. Its mission is to encourage responsible behavior (in a non-judgmental manner) with regard to impaired driving by enabling communities to provide a free and confidential chauffeur service to their members, the financial benefits of which are redistributed to local organizations dedicated to youth..

**Videotron** ([www.videotron.com](http://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 September 30, 2013, Videotron was serving 1,830,400 cable television customers, including 1,517,600 subscribers Digital TV. Videotron is also the Québec leader in high-speed Internet access, with 1,408,200 subscribers to its cable service as of September 30, 2013. As of the same date, Videotron had 478,000 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,281,200 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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