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PRESS RELEASE

For immediate release

Available to Videotron customers starting January 8 **The first Québec-wide unlimited mobile data plan!**

Montréal, January 7, 2014 – Québec telecommunications leader Videotron is breaking new ground by introducing a plan for power users of mobile Internet data: Videotron is becoming the only carrier in Québec to offer an unlimited mobile data option on an extensive 4G network. It is a winning proposition for customers.

“This is a first in mobile telephone service in Québec,” said Manon Brouillette, President and Chief Operating Officer of Videotron. “Once again, Videotron is clearly positioning itself as a leader in mobile data by offering its customers service that meets their mobile Internet usage needs, regardless of volume.”

Surfing without limits

Available for a limited time at the exceptional price of \$79.95, Videotron’s new unlimited data plan will be applicable on the latest devices currently carried by Videotron, such as the LG G2, the Nexus 5 and the Galaxy Note 3. It is the ideal option for major users of mobile data.

The new mobile plan includes unlimited local calls on Videotron’s network, free long-distance calls under the Québec Unlimited plan, unlimited text, photo and video messaging, and an unlimited data option on Videotron’s network, all at an unparalleled price.¹

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 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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