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PRESS RELEASE

For immediate release

Appointment
**Pierre Bonin named Vice President, Information Technology
of Videotron**

Montréal, March 20, 2014 – Manon Brouillette, President and Chief Operating Officer of Videotron, is pleased to announce the appointment of Pierre Bonin to the position of Vice President, Information Technology (CIO).

“We are happy to welcome Pierre Bonin to our team,” said Ms. Brouillette. “He is a seasoned manager with in-depth knowledge of IT. His vast telecommunications and business experience will make him a valuable asset in helping Videotron, a technology leader for 50 years, implement its business plan.”

Pierre will head a 500-person IT team dedicated to developing, implementing and providing support for information technologies. His mandate will be to work with all corporate departments to maximize the use of the technologies needed to achieve Videotron’s business objectives. He will also ensure that Videotron remains at the technological cutting edge by targeting value-added opportunities and translating them into innovative strategies.

Pierre Bonin holds an MBA from the École des hautes études commerciales, a bachelor’s degree in computer science from Université de Sherbrooke and ASC certification (certified corporate director). He has been involved in the IT and telecom industry for nearly 30 years with Bell Canada, Microcell (Fido) and other companies. Endowed with strong entrepreneurial instincts, he has steered investments and exercised strategic leadership at SMEs in the data processing centre industry.

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 interactive Digital TV service and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of December 31, 2013, Videotron was serving 1,825,100 cable television customers, including 1,531,400 subscribers to its digital service. Videotron is also the Québec leader in high-speed Internet access, with 1,418,300 subscribers to its cable service as of December 31, 2013. As of the same date, Videotron had 503,300 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,286,100 Québec households and organizations. For the eighth consecutive year, Videotron was named Québec’s most respected telecommunications company by Les Affaires magazine, based on a Léger Marketing survey.

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