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PRESS RELEASE

For immediate release

Les Affaires conference

Innovation Defines the Customer Experience

Montréal, June 3, 2014 – In a speech delivered at a conference on customer experience organized by *Les Affaires* magazine, Manon Brouillette, President and CEO of Videotron, explained how her company, a Canadian telecommunications and entertainment leader, has succeeded in differentiating itself through its customer-driven approach and its focus on the customer experience. Ms. Brouillette discussed in practical terms the challenges involved in developing a customer-oriented culture and gave an overview of Videotron's customer experience philosophy.

Differentiation through innovation

At Videotron, innovation is at the core of all facets of the customer experience and all points of contact with customers. Day after day, Videotron draws on its passion for innovation and its commitment to delivering the best products and services in order to exceed its customers' needs by providing peerless quality, to surprise its customers by giving them more and by constantly reinventing itself to stay at the cutting edge.

The examples are legion: 24/7 tech support on Facebook and Twitter, the creation of the Pros team, seasoned sales rep who offer residential and business customers personalized information sessions, and the launch of Optimum Wi-Fi service are just a few instances of Videotron's success in raising the customer experience to its current heights.

"At Videotron, we know that the personal touch and surprise are the hallmarks of the best customer experience," said Manon Brouillette, President and CEO of Videotron. "Actually, it's part of our DNA. We rely on the expertise of our 6,000 employees to keep deepening the relationship of trust we have built with customers. Our employees are our best ambassadors. They are the ones who are in direct contact with customers. In short, they *are* the company! They always strive to excel in what is a very demanding job and we thank them for their dedication."

Part of our customers' lives for 50 years

Anticipate, exceed, surprise: those keywords have informed all of Videotron's choices of the past 50 years, including its change in direction at the beginning of the new millennium. The results speak for themselves: Videotron has led its industry on the list of Québec's 250 most respected companies for the past 9 years. It has earned this distinction without interruption since 2005 by virtue of its close relationship with Québec households and the focus on the customer that guides all its efforts.

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 March 31, 2014, Videotron was serving 1,811,100 cable television customers, including 1,532,700 subscribers to Digital TV. Videotron is also the Québec leader in high-speed Internet access, with 1,419,200 subscribers to its cable service as of March 31, 2014. As of the same date, Videotron had 521,600 subscriber connections to its mobile telephone service and was

providing cable telephone service to 1,280,400 Québec households and organizations. For the ninth consecutive year, Videotron was ranked as Québec's most respected telecommunications company, based on a Léger survey.

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