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PRESS RELEASE

For immediate release

Official presenter of International Startup Festival **Videotron Business Solutions: Proud Partner of Local Business Talent**

Montréal, July 9, 2013 – Videotron Business Solutions is pleased to present the 4th International Startup Festival (www.startupfestival.com). From July 9 to 12, several hundred founders, innovators and entrepreneurs from around the world will throng to Montréal's Old Port for four days of inspiring discussion and speeches on entrepreneurship.

"We are thrilled to be part of this major event which brings together influencers from Québec and abroad to discuss, be inspired and present their innovative ideas to colleagues from around the world," said Louis-Philippe Roux, Vice President, Marketing, of Videotron Business Solutions. "Because creativity and entrepreneurship are in our DNA, it is natural for Videotron Business Solutions to support and encourage innovation by taking part in this get-together, which gives participants a chance to think and create differently."

Inspiring and supporting the next generation of entrepreneurs

Videotron Business Solutions has long been using its expertise to support entrepreneurs. The company's involvement in this unique event complements its many other initiatives in support of young entrepreneurs over the years, including projects such as Notman House and the Québec Entrepreneurship Contest.

Through efforts such as its engagement with the entrepreneurial community and its "Take Care of Business" blog (takecareofbusiness.ca), Videotron Business Solutions helps give entrepreneurs from Québec and elsewhere the tools to exchange ideas and take their thinking to the next level.

Showcasing local talent

In keeping with its longstanding goal of giving local talent an opportunity to shine, three young Québec businesses chosen from among hundreds of entrants will be given a chance to give their pitch at the Festival to a panel of judges from Quebecor Media, Videotron Business Solutions and MAtv. The winning business will get an office at Notman House free for three months and exposure in various media outlets, a value of more than \$30,000.

Videotron Business Solutions delivers innovative business solutions, powerful products and peerless service to more than 100,000 Québec companies. One out of two small and medium-sized businesses in Québec trust Videotron Business Solutions for their telecommunications needs.

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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