



Media contact only:
Youann Blouin
Corporate Communications Advisor
Telephone: 514 380-7069

PRESS RELEASE

For immediate release

Four years after mobile network launch
**Videotron launches LTE network to deliver
high-performance mobile experience**

Montréal, September 10, 2014 – Four years to the day after the launch of its mobile network, Videotron has achieved another milestone with today's launch of its Long Term Evolution (LTE) network. Videotron's new LTE service reaches nearly 90% of Québec's population and supports speeds of up to 150 mbps, enabling consumers and business people to use their mobile devices to their full potential by accessing the best available technology to obtain the fastest data transfer speeds, wide coverage and the best value for the money. In Québec City or Montréal, Sherbrooke or Saguenay, at the beach or on the road, Videotron customers will be well served by our unique mobile offering, cutting-edge devices and generous data caps.

50 years of innovation and passion

"At Videotron, innovation is rooted in 50 years of history," commented Manon Brouillette, President and CEO of Videotron. "Today, we have reached another watershed in our progress by bringing consumers this state-of-the-art mobile network. The roll-out of LTE service demonstrates our commitment to satisfying consumers' needs and holding our place in our customers' hearts and hearths." Most importantly, the LTE launch enables Videotron to further enhance the customer experience, another example of Videotron's commitment to constant innovation and one that opens up immense possibilities for the future.

"I would be remiss if I failed to mention our people's colossal efforts over the past few months," said Ms. Brouillette. "I thank them from the bottom of my heart for making this unique, large-scale project possible."

Four years later: a record of success

Following the 2008 spectrum auction, Videotron successfully built out an advanced wireless network that now rivals the established mobile networks. In the intervening years, Videotron has established solid partnerships in order to provide its customers with the best possible experience on a network that has yet to achieve its full potential. Four years later, Videotron has carved out an enviable position in the mobile market and thereby demonstrated that the arrival of a fourth player in a market such as Québec's can only be beneficial for consumers. The promise has been kept, and now more and more users and business people are opting for the Videotron deal: access to the best technology accompanied by very advantageous plans. Today, more than 550,000 customers use Videotron's network daily to meet their mobility needs. "The mobile service we launched in 2010 has reshaped not only our company but the entire industry in Québec and Canada," noted Manon Brouillette.

The mobile adventure continues

Over the years, Videotron has adjusted to the needs and expectations of its customers and the businesses it serves while staying focused on its core mission: delivering the best technological and entertainment experience. "This network, built by Quebecers for Quebecers, has grown

organically in tandem with the use that our customers make of it. Videotron has kept pace with shifting paradigms through innovation and excellence,” said Manon Brouillette.

Once a communication tool, mobile service has become a thriving entertainment platform and a vital business tool. Videotron has made far-sighted technological and technical choices in order to anticipate its customers’ needs and meet them.

Powerful handsets for a powerful network

In addition to providing customers with exceptional coverage and the most generous plans on the market, Videotron is offering a selection of best-in-class LTE handsets that meet every need. **As of today**, customers can use the industry’s most advanced devices on Videotron’s new LTE network, including the Samsung Galaxy S4, S5 and Note 3, the LG Nexus 5, the Sony Xperia ZL, the Moto G LTE, the HTC Desire 601 and, when the iOS 8 upgrade is released, the iPhone 5C and iPhone 5S.¹ This is in addition to the LTE-compatible handsets Videotron already carries; customers who own LTE-compatible equipment can pick up a new LTE SIM card at any Videotron retail location, at no charge. Other LTE devices will be added to Videotron’s line-up in the coming weeks. All will support access to illico mobile and its features. With mobile Wi-Fi, coming in October, and Videotron’s mobile LTE key, data will travel at speeds of up to 150 mbps over the LTE network.² There is something for everyone, from entertainment-oriented consumers to corporate power-users.

A massive project with huge promise for the future

In conclusion, Manon Brouillette noted that designing and building out a new mobile communication network of this scale within such a tight time-frame was no mean feat. "Today's announcement is the culmination of years of work. The result, the creation of a new LTE infrastructure, attests to the expertise we have developed in multiplatform integration and the depth of our 50 years of experience with communications technology. With this technological step forward, Videotron has taken the lead and is now positioned to offer Québec consumers and businesses an optimal experience.

“In this, its 50th anniversary year, Videotron continues to evolve in order to stay at the leading edge. With the advent of the LTE era, combined with the introduction of Fibre Hybrid Internet service, the illico app for the iPad, and the illico X8 multi-room HD PVR, Québec’s flagship telecommunications provider continues to blaze new trails for the benefit of all its customers.”

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 June 30, 2014, Videotron was serving 1,794,100 cable television customers, including 1,529,700 subscribers to Digital TV. Videotron is also the Québec leader in high-speed Internet access, with 1,415,600 subscribers to its cable service as of June 30, 2014. As of the same date, Videotron had 551,300 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,276,200 Québec households and organizations. For the ninth consecutive year, Videotron was ranked as Québec’s most respected telecommunications company, based on a Léger survey.

¹ See the full list of compatible devices at videotron.com/residential/mobile/devices-and-accessories.

² See the full list of mobile Internet plans at videotron.com/residential/internet/mobile-internet.

Follow us on the Web | facebook.com/videotron
Follow us on Twitter | twitter.com/videotron