



PRESS RELEASE

For immediate release

Premiering on Videotron
Canada's first mood channel, courtesy of Stingray

Montréal, September 12, 2014 – In a major Canadian first, Videotron is introducing the brand-new Stingray mood channel, which will let customers experience the natural splendors of the world on the screen of their choice (TV, Web, mobile, tablet). The unique concept, modelled on the world-wide “Slow TV” phenomenon, was developed by Montréal-based Stingray Digital Group.

How would you like to enjoy your morning coffee atop a cliff overlooking the Mediterranean, or wake up to the sound of rain falling in the forest? Tune in channel **553** on your TV set or channel 900 on illico TV new generation, any time of day, and a discrete, peaceful atmosphere will waft into your home.

Your free getaway

Following up on the enormous popularity of the multiscreen fireplace on the same channel last winter, Videotron is anticipating its customers' needs by bringing them a new alternative to traditional television. The Stingray channel's varied programming, delivered exclusively in HD and available on demand on all illico platforms, lets viewers enjoy magnificent landscapes against a soundtrack tailored to the time of day, with one click of their remote.

Each theme is available on demand 24/7. It has never been this easy to travel to the seashore, then relax by a campfire, and finally end the day under a starry sky.

For more information about Videotron's services, visit www.videotron.com

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.

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About Stingray

Stingray Digital is the leading multi-platform music service provider in the world, with more than 105 million subscribers in 113 countries around the world. Geared towards individuals and businesses alike, the company's commercial entities include leading digital music and video services Galaxie, Music Choice International, Concert TV and The KARAOKE Channel. The company also offers various business solutions, including sensory marketing solutions via its Stingray360 division and music licensing services through Stingray Music.

Majority-owned by Telesystem, Novacap and Boyko Investment Corporation, Stingray Digital is headquartered in Montreal and has over 200 employees in offices across Canada, as well as additional offices in Los Angeles, Miami, London, Amsterdam and Tel Aviv. The company stood out in 2013 by ranking 15th on Deloitte's Technology Fast 50MC list, and figuring amongst PROFIT magazine's fastest growing Canadian companies. For more information, please visit www.stingraydigital.com.

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