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PRESS RELEASE

For immediate release

Videotron introduces EXCLUSIVE model

A wireless phone just for fun... and just for laughs

Montréal, June 27, 2007 – Videotron is pleased to announce, on the occasion of the Just for Laughs Festival, presented by Videotron, the introduction of the black Nokia 6126, Just for Laughs Edition, a mobile handset packed with Just for Laughs content. The arrival of this special version of the Nokia 6126 on the market is an example of the opportunities for synergistic creativity created by the partnership between Videotron and Just for Laughs.

Hilarious content for mobile communications

Videotron is spreading the Festival spirit by loading the Nokia 6126, Just for Laughs Edition with audio and visual content that will keep users laughing all year long. Upon activation, customers get access to a series of wallpapers showing Victor, the Festival mascot, in different moods, some 20 Just for Laughs ringtones, including the Festival's well-known theme, jokes told by Julie Caron and Rachid Badouri, *Ink Inc.* and *Just kidding* videos, and more.

The content included with the Nokia 6126, Just for Laughs Edition has an estimated value of over \$100. An extra 512 Mb memory card is included free of charge.

Videos come alive on the 16-million true colour display alongside wacky one-finger open button

Pre-loaded with a number of Just for Laughs videos, fans will have the opportunity to view the segments on their Nokia 6126 handset thanks to the QVGA display that supports up to 16,777,216 colours. Furthermore, with the automatic one-touch button, calls can be made and content can be accessed with only one hand. Being one of the thinnest folding models of Nokia the stylish 6126 showcases many loved applications: a 1.3 camera with 8x zoom, bluetooth to share and print easily.

The Nokia 6126 has a built-in MP3 player, an Internet browser with email function, and slots for 512 Mb microSD memory cards to store more content. It is a quadband phone that lets globetrotting users stay in touch at all time: wherever they may be vacationing, users can share their travel experiences instantly with friends and family at home.

At a price that will make you laugh

The Nokia 6126, Just for Laughs Edition, including all content, is being offered at a price of \$79.95 based on a three-year agreement. Videotron's wireless service packages start at \$14.95 per month, when combined with Videotron's other three products. Options like call display and VM also available. For more, visit videotron.com.

Videotron Ltd. (www.videotron.com), a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, Internet access services, cable telephony and wireless telephone service. Videotron is a leader in new technologies with its illico interactive television system and its broadband network, which supports high-speed cable Internet access, analog and digital cable television, and other services. As of March 31, 2007, Videotron was serving 1,583,000 cable television customers in Québec, including 653,000 illico subscribers. Videotron is the Québec leader in high-speed Internet access, with 828,000 subscribers to its cable modem and dial-up services. As of March 31, 2007, Videotron had activated 20,000 lines on its wireless telephone service and was providing cable telephone service to 449,000 Québec households and organizations.

More information on all Nokia products can be obtained at nokia.ca.

TECHNICAL FACT SHEET

NOKIA 6126

WIRELESS HANDSET WITH JUST FOR LAUGHS CONTENT

INCLUDED CONTENT

- 10 wallpapers - Victor everywhere
- 2 Rachid Badouri ringtones
- 8 Julie Caron joke ringtones
- 5 Victor screensavers
- 9 Just for Laughs theme ringtones
- 5 Ink Inc. videos
- 5 Just Kidding videos

The included content has an estimated value of over to \$100. An extra 512 Mb memory card is included free of charge.

NOKIA 6126 FEATURES

- Polyphonic and MP3 ringtones
- MMS (multimedia messaging service)
- Video streaming
- Internet access
- Speaker
- Camera and video
- EDGE
- External colour display
- External memory card slot

PRICE STRUCTURE

Nokia 6126	
With 36-month agreement	\$79.95
With 24-month agreement	\$129.95
With 12-month agreement	\$339.95
Regular price	\$389.95

