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PRESS RELEASE

For immediate release

Appointments in the Videotron's Strategy & Marketing Section

Montréal, October 16, 2014 – Myrienne Collin, Senior Vice President, Strategy & Marketing of Videotron, is pleased to announce the appointment of three seasoned executives as part of an overhaul designed to keep corporate structures in sync with a fast-changing business environment.

Tapping in-house talent

“Julie, Bertrand and Marie Ginette have played key roles in the company in recent years and successfully spearheaded major projects,” said Myrienne Collin. “They are talented people who have deep knowledge of the telecommunications field and the respect of their peers. We know they will make a significant contribution to helping us achieve our section’s ambitious business plan, a vital component of Videotron’s success.”

Julie Brault

Vice President, Brand & Interactive Media

Julie Brault, until recently Senior Manager, Applications & Online Content, has been appointed Vice President, Brand Interactive Media. She will play a lead role in positioning the Videotron brand and carrying out innovative, forward-looking communications initiatives. As the person responsible for interactive media, Julie will also ensure that Videotron’s interactive strategies match customers’ needs and habits.

Julie, who joined Videotron in 2005, has more than 20 years’ experience in marketing communications and interactivity. Among other things, she has served as Vice President, Creative Director at Cossette Interactif (Fjord) and Césart (a Bell Canada company). Julie holds a bachelor’s degree in communications and a master’s degree in communications with a concentration in interactive multimedia from Université du Québec à Montréal.

Bertrand Hébert

Vice President, Marketing – Telecom

Bertrand Hébert, formerly General Manager, Marketing, Mobile Products, becomes Vice President, Marketing – Telecom. He will be responsible for integrated management of products and services related to the Internet, mobile telephony and residential telephony. His mission also includes developing Videotron’s growth niches, increasing their power of attraction and keeping them at the cutting edge.

Bertrand joined the Videotron team in 2007 after acquiring experience in marketing and in product management and development with companies such as Tata Communications, Bell and National Bank of Canada. He graduated from Université de Sherbrooke with a degree in electrical engineering.

Marie Ginette Lepage

Vice President, Marketing –Content and Broadcasting

Marie Ginette Lepage, until recently Vice President, Product Development and Special Projects, becomes Vice President, Marketing –Content and Broadcasting. She will be responsible for the key cable TV segment and for integrated management of products and services. Her mission will

also include developing the best possible content offerings on the multiple platforms available to Videotron customers.

Prior to joining the Videotron team in 2006, Marie Ginette occupied various positions at Bell, largely in mobility, as well as at Alcan and TMG Solutions (for Clearnet and Procter & Gamble). Marie Ginette holds an MBA from HEC Montréal and a bachelor's degree in industrial relations from Université de Montréal.

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 Digital TV subscribers. 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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