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PRESS RELEASE

For immediate release

On its 50th birthday, Videotron says THANK YOU by turning the spotlight on customers

Montréal, November 13, 2014 – Break out the champagne! To celebrate its 50th birthday, Videotron has invited the people responsible for its success – its valued customers – to the party. Fifty customers were presented with unexpected and original tokens of appreciation by well-known media personalities. Their surprise and delight were captured for Videotron's 50th birthday advertising campaign.

The 50 lucky customers received gifts that reflect their usage of Videotron products and services. For example, television personality Marie-Christine Proulx invited residents of a Québec City street, all Videotron customers, to a block party and surprised a family of seven children that downloads impressive quantities of Disney films with a dream vacation at Disneyworld; Louis-François Marcotte met loyal food channel viewers and took them on a unique tasting tour; and Louis Jean presented a fan of ultimate fighting and boxing on Indigo with a trip to Las Vegas and tickets to the fight of his choice.

To see the reactions of the 50 lucky recipients, visit our website at <http://www.videotron.com/50years>

50th year of innovation

Videotron's 50th anniversary was a year of major achievement. The roll-out of the LTE network combined with the launch of Fibre Hybrid Internet access, the illico iPad app and the illico X8 multi-room HD recorder are proof positive that Videotron continues to innovate, build for the future and deliver benefits to Québec consumers.

"Anticipate, exceed, surprise: those three goals have guided Videotron's decisions over the past five decades and will surely continue to do so for the next 50 years," said Manon Brouillette, President and CEO of Videotron. "We have established a special relationship with our customers and have become part of their daily lives, from TV night at home to business success. This close connection and in-depth knowledge of our customers is what drives our success and motivates our team to excel, day after day."

Home-grown expertise serving Québec consumers

Videotron has held its position at the top for 50 years by differentiating itself through unique, innovative, powerful products that meet customers' needs. Videotron, an all-Québec entertainment and technology leader, has 6,000 talented employees committed to serving clients. Their customer-focused dedication is the company's most valued asset.

Videotron renews its commitment to continuous improvement every day. The results speak for themselves: Videotron has led its industry on the list of Québec's 250 most respected companies since 2005, a telling indication of its close relationship with Québec households and its ability to deliver superior customer service. That focus on the customer will continue defining its efforts in the years to come.

The campaign can be seen on TV, the Web and social networks.

On TV: Four 30-second commercials showing reaction highlights

On the Web: Seven uncut videos will go online within a few days

Credits

Client: Videotron, Julie Brault, Simon Parent, Annie Bissonnette, Melody Ouellette

Production: TVA Accès (Caroline Dionne, Martin Ulrich)

Director: Jean-François Legentil

TV post-production: TVA Accès

Sound: TVA Accès

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 September 30, 2014, Videotron was serving 1,796,300 cable television customers, including 1,549,000 Digital TV subscribers. Videotron is also the Québec leader in high-speed Internet access, with 1,432,300 subscribers to its cable service as of September 30, 2014. As of the same date, Videotron had 589,400 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,286,200 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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