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PRESS RELEASE

For immediate release

Vigilance on the net

Videotron launches large-scale Internet safety awareness campaign for parents and their teens

Montréal, June 20, 2007 – Videotron today launches a major campaign to educate Québec teens and adults about using the Internet safely. The *Vigilance on the net* campaign will start this week, coinciding with the end of the school year. Internet use without supervision among teens tends to increase during summer vacations.

In view of the findings of a poll conducted by Léger Marketing, the campaign will seek to promote safer behaviour. “The survey results suggest that while parents are generally well aware of their teens’ online habits, they underestimate some practices that could place their kids in danger,” said Manon Brouillette, Senior Vice President, Marketing, Content and Product Development, Videotron, at the campaign launch. “It also appears that better control and communication would help curb risky behaviour. We therefore feel that as an Internet service provider we have a responsibility to provide teenage and adult Internet users in Québec with practical tools.”

Three-pronged effort

Videotron’s campaign consists of three components. As of today, Videotron is making the latest version of its parental control software, developed by Internet security firm *Radialpoint*, available to all Internet customers who request it. “While 87% of parents said they were cognizant of the dangers that lurk on the Internet, the survey found that only 29% have installed parental control software on their home computers, even though 80% of teens don’t know how to deactivate it, which suggests that this is an effective way for parents to keep their families safe on the Internet,” said Manon Brouillette.

As the second component of the campaign, Videotron is launching a website on Internet safety (www.vigilanceonthenet.com), which will include practical advice, statistics and information on the potential risks of using the Internet, as well as the stratagems used to attract kids or elicit personal information. The site will also provide resources and links to organizations that can help parents and teens who are experiencing Internet-related problems and need further assistance.

The site will be clear and simple, with a focus on information and discussion rather than technological details.

The third component of the campaign is a major communication drive that will use compelling means to reach teens. It will be launched in the fall. Details will be announced later in the summer.

Need for action

Jacques Viau, senior advisor and computer security expert with the Institut de sécurité de l'information du Québec, considers Videotron's initiative to be timely: "The threats to security originate from a wide variety of sources today. The wrongdoers have become more numerous, more ambitious and more subtle. Raising awareness and exchanging information have therefore become indispensable tools to navigate safely on the Web. This is why I agree with Videotron's initiative and I hope it will be welcomed by Québec families."

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.

Complete press kit available at www.vigilanceonthenet.com