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PRESS RELEASE

For immediate release

Historic record for *Club illico*
Original series *Blue Moon* passes million-viewer mark
in less than a month

Montréal, February 25, 2016 – *Blue Moon's* winning streak continues. After setting one viewing record after another on *Club illico*, the original series produced by Fabienne Larouche and Michel Trudeau of Aetios Productions has passed the million-viewer mark in less than a month, a first for the subscription video-on-demand service.

The viewing statistics are indicative of changing television viewing habits. *Blue Moon* racked up 100,000 viewings in less than 2 days, and tens of thousands of binge viewers watched all of Season 1 in three days or less. *Blue Moon* is an exclusive *Club illico* original series starring Karine Vanasse and featuring a distinguished cast that includes Luc Picard, Patrice Godin, Éric Bruneau and Caroline Dhavernas.

The *Blue Moon* phenom

Since its release, *Blue Moon* has captivated critics and audiences alike. Critics have praised the acting and production values, and the way the 10-episode series, written by Luc Dionne and directed by Yves-Christian Fournier, draws viewers into a little-known world. *Blue Moon* has also made a splash on social media, where the series' fans are eagerly awaiting Season 2 (currently in postproduction).

"*Club illico* had promised a gripping and powerful original series, and today we can say, without fear of contradiction, mission accomplished!" said Marie Ginette Lepage, Vice President, Marketing - Content & Broadcasting of Videotron. "Made for binge viewing, *Blue Moon* has helped take *Club illico* to the next level. The polished writing, production values comparable to those of the top American series, and world-class cast make *Blue Moon* a must-see show. We know the series' thousands of fans are already looking forward to Season 2."

For all TV viewers, Videotron customers or not

Blue Moon is available, in full, exclusively on *Club illico* to all residents of Québec and Ontario, whether or not they are Videotron customers. To join *Club illico's* 260,000 subscribers, call Videotron Customer Service at 1 888 433-6876.

About *Club illico*

Club illico, launched in spring 2013, offers the largest selection of French-language content of any subscription video-on-demand service in Québec and Ontario for only \$9.99 per month. It is available on illico TV new generation (channel 900), on the Web (illico.tv) and on iPad and Android tablets (through the illico app). *Club illico* provides unlimited access to an impressive catalogue of movies, exclusive television series, children's programs, documentaries and concerts from the largest Québec and foreign studios, updated weekly.

For more information on *Club illico*, visit illico.tv/clubillico

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1,329,500 Québec households and organizations. For the tenth consecutive year, Videotron was ranked as Québec's most respected telecommunications company, based on a Léger survey.

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