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PRESS RELEASE

For immediate release

Videotron launches Hybrid Fibre Giga Internet service

Montréal, June 29, 2016 – Videotron announced today that it will begin offering consumers and business customers Internet connection speeds of up to 940 Mbps on July 13, 2016. Videotron's new Hybrid Fibre Giga service is the latest addition to its suite of Internet access services, which includes the Hybrid Fibre 120 and Hybrid Fibre 200 services currently available to more than 3 million households and businesses.

"We are very pleased to announce the introduction of our new Giga service, which maintains and extends our lead in Internet access," said Manon Brouillette, President and CEO of Videotron. "Videotron has been an Internet trailblazer. We were pioneers more than 20 years ago, we were among the first to offer high-speed service in Québec, and we have since been able to differentiate ourselves year after year by upgrading our services to meet our customers' present and future needs. The launch of Hybrid Fibre Giga is in keeping with that commitment to providing state-of-the-art products."

The high-speed future is here now!

The gradual roll-out of Hybrid Fibre Giga Internet will begin in Laval¹ and continue across Videotron's service area in the following months. For \$149.95 per month, Hybrid Fibre Giga will give all subscribers, including businesses, unlimited data, allowing them to take advantage of the high-speed service's full potential without worrying about data caps. Hybrid Fibre Giga service will support download speeds of up to 940 Mbps and upload speeds of up to 50 Mbps.

The new service delivers on Videotron's promise to offer residential and business customers alike services that anticipate their needs in a technological environment characterized by the proliferation of devices connected to customers' networks, the explosive growth of streamed content, which is now part of consumers' daily lives, the advent of home automation, the spread of cloud-based applications and the emergence of the Internet of Things.

At Giga speeds, the whole family will be able to use the Internet to the max at the same time, taking advantage of the best in entertainment, playing online games and accessing all manner of Ultra-HD content.

Videotron (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, 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 March 31, 2016, Videotron was serving 1,722,000 cable television customers, including 1,568,900 Digital TV subscribers. Videotron is also the Québec leader in high-speed Internet access, with 1,578,100 subscribers to its cable service as of March 31, 2016. As of the same date, Videotron had 795,700 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,304,300 Québec households and organizations. For the eleventh consecutive year, Videotron was ranked as Québec's most respected telecommunications company in the annual Léger survey.

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¹ To check the availability of Hybrid Fibre Giga access in your neighbourhood, as of July 13th, go to <http://www.videotron.com/residential/internet/residential-internet#>