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PRESS RELEASE

For immediate release

Videotron Mobile now offers Apple Music as part of *Unlimited Music*

Montréal, December 1, 2016 – Videotron’s *Unlimited Music* service, which launched with a splash in 2015, is expanding its catalogue by adding Apple Music to its list of supported music streaming services, bringing the total to 15.

Apple Music is a single, intuitive app that combines the best ways to enjoy music—all in one place. Subscribers enjoy hand-picked playlists based on the music they love, hearing new music first before anyone else and discovering new artists every day.

“Unlimited Music reflects Videotron’s desire to offer the most innovative mobile service there is,” said Bertrand Hébert, Vice-President, Marketing, Videotron. “ The addition of Apple Music to the catalogue of supported streaming apps demonstrates the growing interest in Unlimited Music among both consumers and the industry. Unlimited Music, the first service of its kind in Canada, gives music-lovers a new way to listen to their favourite music, anywhere, anytime.”

Unlimited Music: Getting better all the time

Unlimited Music will continue evolving over time. Videotron is working to expand the list of partners involved in the initiative and to offer the streaming apps that customers are requesting on social media.

Unlimited Music is available across Videotron’s LTE network, which covers nearly 90% of Québec’s population and supports speeds of up to 150 Mbps. It is a free service for all subscribers to a Premium mobile plan.

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 September 30, 2016, Videotron was serving 1,695,700 cable television customers, including 1,570,800 Digital TV subscribers. Videotron is also the Québec leader in high-speed Internet access, with 1,596,100 subscribers to its cable service as of September 30, 2016. As of the same date, Videotron had 867,700 subscriber connections to its mobile telephone service and was providing cable telephone service to 1,265,100 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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