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PRESS RELEASE

For immediate release

Just For Laughs/Juste pour rire Indoor Programming Launch

**Videotron To Present Galas and *Tout Show* Series
French *Juste pour rire* Galas To Be Broadcast on *Illico* on Demand**

Montréal, May 1, 2007 – Videotron, the new presenter and main partner of the Just For Laughs Festival is proud to be a part of today's announcement of the programming content of the Festival's 25th edition. This year, the Just For Laughs Festival will be held July 8 to 29, with English programming from July 12 to 22, 2007.

Videotron Just For Laughs Galas

As the presenter and main partner of the Just For Laughs Festival for the next three years, Videotron will sponsor the Galas, which are so eagerly awaited by comedy fans. The events will now be known as The Videotron Just For Laughs Galas and *Les Galas Vidéotron Juste pour rire*.

The French Galas on *illico* on Demand

Videotron will make the six French-language galas in the 25th edition of *Juste pour rire* available, uncut, only on *illico on Demand*, as of the next day. *Illico on Demand* will also carry repeats of the "Juste pour rire en direct" shows, the gala highlights collections, "comicographies" and other televised productions developed by *Juste pour rire*, as well as the "Just for Variety" series.

Up close and personal

Also, Videotron will present the *Tout Show* comedy series, which will be broadcast from the *Juste pour rire* Studio on St-Laurent Blvd. in Montréal. Audiences will be close to the stage in the intimate atmosphere of the approximately 300-person capacity hall. Tickets will be available at the door on a first-come, first-served basis.

"We are pleased to be the Just For Laughs group's new partner and to be able to offer our customers original, exclusive comedy content throughout the duration of the Festival," said Manon Brouillette, Senior Vice President, Marketing, Content and Product Development with Videotron. "This partnership is a perfect fit with our mission of delivering the best possible customer experience at all times in all our product categories."

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. 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 December 31, 2006, Videotron was serving 1,572,000 cable television customers in Québec, including 624,000 *illico* subscribers. Videotron is also the Québec leader in high-speed Internet access, with 805,000 subscribers to its cable modem and dial-up services. Videotron also offers wireless phone service to 12,000 customers. As of January 15, 2007, Videotron was providing residential telephone service to 400,000 Québec households.