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**PRESS RELEASE**

For immediate release

## **Unlimited Music adds SoundCloud to its catalogue**

**Montréal, December 21, 2016** – Following up on the recent rapid-fire addition of three new apps, Videotron's Unlimited Music service is building on success and further expanding its selection of supported apps with the arrival of SoundCloud, the most open and authentic, people-powered music streaming service in the world. It brings Unlimited Music's catalogue to a total of 18 music streaming platforms.

With the addition of SoundCloud, Videotron Mobile is making good on its commitment to provide the platforms its customers are asking for. Videotron Mobile plans to continue expanding the list of participating services in Unlimited Music.

"We are pleased to see that industry players are interested in the Unlimited Music model and ready to help democratize music streaming," said Bertrand Hébert, Vice President, Marketing of Videotron. "At the end of the day, the winners are music-lovers of all varieties. With Unlimited Music, they can get the most out of their favourite music apps without worrying about data usage: a top-notch entertainment experience plus peace of mind."

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](http://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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### **About SoundCloud**

As the world's largest music and audio platform, SoundCloud lets people discover and enjoy the greatest selection of music from the most diverse creator community on earth. Since launching in 2008, the platform has become renowned for its unique content and features, including the ability to share music and connect directly with artists, as well as unearth breakthrough tracks, raw demos, podcasts and more. This is made possible by an open platform that directly connects creators and their fans across the globe. Music and audio creators use SoundCloud to both share and monetise their content with a global audience, as well as receive detailed stats and feedback from the SoundCloud community. For more information, visit <https://SoundCloud.com/>.