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PRESS RELEASE

For immediate release

A Videotron Wireless Exclusive
Videotron introduces Sony-Ericsson W710i

Montréal, April 24, 2007 – Videotron announces an agreement with wireless handset supplier Sony-Ericsson to sell its W710i model on an exclusive basis. Videotron becomes the only wireless service provider in Québec to carry the high-tech telephone designed to meet fast-changing consumer needs.

For people with an active lifestyle

The new W710i wireless telephone is packed with capabilities for people with an active lifestyle who want a phone that can do it all: music, communication, and imaging. It is also equipped with a step counter that measures the user's steps during a specified period, a calorie counter, and in-phone applications to accurately measure jogging speed and distance. Naturally, an MP3 player is included among this robust and reliable handset's impressive list of features.

Other attractive functionalities of the Sony-Ericsson W710i include video recording, a 2 Megapixel camera, and the capability to send the photos plus added text via the Internet. With built-in *TrackID* music recognition technology (from Gracenote Mobile MusicID), users can record a few seconds of a song, and track, artist and album information will be sent to their phone in seconds.

"We are very pleased to add the Sony-Ericsson W710i to our line of wireless handsets," said Manon Brouillette, Senior Vice President, Marketing, Content and Product Development. "Its many features address the needs of a large segment of mobile phone users. With this new generation of wireless telephones, which let consumers do more with their phones, Videotron continues offering customers the latest, most innovative products."

The Sony-Ericsson W710i supports Bluetooth stereo (A2DP), MegaBass^{MD} and RSS feeds. The battery gets up to 10 hours talk time and 350 hours standby time. The handset comes with an active stereo headset and an armband, making it possible for active people to use their phone anywhere, anytime.

The W710i will be available from Videotron as of April 25 for \$129.95 with a three-year contract. For more details on this handset, Videotron's other wireless phones, and all Videotron products and services, visit videotron.com.

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.