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**PRESS RELEASE**

***For immediate release***

World first  
**VIDEOTRON ENHANCES HISPANO PACKAGE AGAIN  
BY ADDING NUEVO MUNDO TV**

**Montréal, March 12, 2007** – Videotron is enriching its Hispano package again by adding Nuevo Mundo TV, the first Canadian channel to carry 90% Spanish-language programming, 24 hours a day, 7 days a week. Nuevo Mundo TV will be available free of charge for three months, starting tomorrow, to subscribers to Videotron's digital service in the Montréal, Gatineau and Québec City areas. The addition brings the number of Spanish-language channels available on illico Digital TV to 11. Videotron becomes the first cable provider in the world to carry Nuevo Mundo TV.

**General-interest programming in Spanish**

Nuevo Mundo TV's programming will include special reports, children's shows, magazine-style shows, movies and documentaries, as well as Spanish courses for viewers who want to learn the language. The unique channel will help introduce newcomers to Canadian and Québec culture.

"Videotron is pleased to offer illico Digital TV subscribers who speak Spanish or are interested in Spanish the largest selection of Spanish-language channels in Canada," said Manon Brouillette, Senior Vice President, Marketing, Content and Product Development, at Videotron. "We are confident that our expanded selection, with the addition of Nuevo Mundo TV, will deliver a customer experience that meets the expectations of Québec's growing Latino community."

Nuevo Mundo TV is available as part of the Hispano package for \$14.99 per month or *à la carte* for \$1.50 per month.

**Hispano package: variety and quality**

illico Digital TV's Hispano package, which includes 11 channels, 9 of which are carried exclusively by Videotron, provides a window on the Spanish-speaking world through diverse, high-quality programming for every taste.

In addition to Nuevo Mundo TV (channel 269 on the grid), the illico Digital TV channel line-up includes Telelatino (250), Canal SUR (260), Cinelatino (261), Eurochannel (262), DOCU TVE (263), Utilisima (264), Gol TV (265), TV Azteca (266), TV Chile (267) and TVE Internacionale (268).

**Videotron Ltd.** ([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 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.