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PRESS RELEASE
For immediate release

End of no charge calling to Haiti

550,000 no charge calls routed to Haiti in one month

Montréal, February 11, 2010 – On January 14, 2010, Videotron decided to make calls to Haiti free of charge for subscribers to its residential telephone service for 30 days, January 12 through February 12.

End of no charge calling to Haiti

Today, with a little over 48 hours remaining until free calling to Haiti ends, Videotron announces it has logged 550,000 calls, totalling more than 3 million minutes of free long distance calls, from its customers to loved ones in Haiti. Videotron estimates that at the end of this period, the company will have logged more than 575,000 calls.

“We felt it was our duty to make it as easy as possible for our residential telephone customers to call Haiti,” said Robert Dépatie, President and Chief Executive Officer of Videotron. “It made it possible for many Quebecers, particularly those of Haitian origin, to freely contact their friends and relatives in Haiti during this difficult time.”

Starting this Saturday, February 13, Videotron will offer long distance calls to Haiti at \$0.49 per minute.

Videotron is grateful to international telecom leader TATA Communications which enabled us to introduce this initiative only a few days after the disaster.

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 telephone service. 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, 2009, Videotron was serving 1,777,000 cable television customers in Québec, including 1,084,100 subscribers to *illico* Digital TV. Videotron is the Québec leader in high-speed Internet access, with 1,170,600 subscribers to its cable modem service as of December 31, 2009. As of the same date, Videotron had activated 82,800 handsets on its wireless telephone service and was providing cable telephone service to 1,014,000 Québec households and organizations. For the fourth consecutive year, Videotron was named Québec’s most respected telecommunications company by *Commerce* magazine, based on a Léger Marketing survey.