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NEWS RELEASE

For immediate release

The CRTC and the regulatory framework for VoIP services

THE CRTC HAS ISSUED A SOUND RULING: VIDEOTRON

Montréal, September 1, 2006 – In reaction to the decision released today by the CRTC to reaffirm the regulatory framework it established in May 2005 for voice over Internet protocol services – namely that a VoIP service is a phone service - Videotron says it is satisfied with the ruling, which is based on a rigorous analysis of the facts. Videotron also believes that the 25% market share loss threshold established by the CRTC in its local forbearance decision remains necessary to ensure competition is sustainable over the medium term, and that competitors have the opportunity to compete effectively with the telephone incumbents. Videotron encourages the CRTC to move forward with the plan it has established, which will result in healthy competition to the benefit of consumers and the broader Canadian economy.

“At the 25% threshold level, the former monopoly telephone giants will still control 75% of the market, a slice of the pie that would be viewed as overwhelmingly dominant in any other industry”, says Robert Dépatie, President and CEO of Videotron.

Videotron applauds the CRTC’s efforts to deregulate in a manner that ensures sustainable competition in the different industry sectors. To date, about 70% of the Canadian telecommunications industry has already been deregulated. While much remains to be done before the goal of total deregulation is achieved, today’s decision is clearly a step in the right direction.

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 and residential 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 June 30, 2006, Videotron was serving 1,521,000 cable television customers in Québec; including 545,000 illico subscribers. Videotron is also the Québec leader in high-speed Internet access, with 726,000 subscribers to its cable modem and dial-up services. In addition, Videotron provides residential and commercial telephone service to more than 283,000 customers in Québec. Since August 2006, Videotron also offers wireless phone service.