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PRESS RELEASE

For immediate release

BUTE VS. BERRIO ON OCTOBER 19

**Videotron to carry entire world championship
fight card live on the Web**

Montréal, October 18, 2007 – Boxing fans are in for a treat on Friday, October 19: Videotron's website will carry a live feed of the complete fight card for the night, including the International Boxing Federation (IBF) super-middleweight world title match between Lucian Bute and Alejandro Berrio. It will be possible to view all the bouts live on the Internet at videotron.com/divertissement. A rebroadcast of the fights will also be available on illico Digital TV as of the next day, October 20.

The match-up between Lucian Bute (20-0-0, 16 KOs), a Montrealer of Romanian origin, and the Colombian fighter Alejandro Berrio (26-4-0, 25 KO) for the coveted IBF supper-middleweight (168 lbs) championship will be the first time since 2002 that Montréal boxing fans have had the opportunity to attend a world title bout.

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 September 24, 2007, Videotron was serving 1,614,000 cable television customers in Québec, including 717,000 illico subscribers. Videotron is the Québec leader in high-speed Internet access, with 896,000 subscribers to its cable modem and dial-up services. As of September 24, 2007, Videotron had activated 38,000 phones on its wireless telephone service and was providing cable telephone service to more than 570,000 Québec households and organizations.