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**PRESS RELEASE**

***For immediate release***

## **Claude Foisy appointed Vice President, Brand Management and Content at Videotron**

**Montréal, May 31, 2007** – Manon Brouillette, Senior Vice President, Marketing, Content and Product Development of Videotron, is pleased to announce the appointment of Claude Foisy as Vice President, Brand Management and Content.

Claude Foisy's new mandate will be to continue strengthening the Videotron brand's positioning and to oversee content management on the Company's multiple media platforms – digital television, video on demand, the Web and wireless telephony.

"Videotron is promoting Claude to this newly created position because we are confident that his experience in telecommunications, his critical spirit and his creative flair will be valuable assets and help the Company position the Videotron brand and develop its content," said Manon Brouillette.

Claude Foisy has more than 25 years of experience in marketing communications. Prior to joining Videotron, he managed promotional and sponsorship activities for the Marketel agency. Before that, he was responsible for the development of the consumers and business segments at Rogers Wireless, and served for several years as manager of communications, advertising, direct marketing, public affairs and linguistic services at Bell Mobility.

### **Reorganization of Videotron's advertising and promotions group**

The appointment of Claude Foisy as Vice President, Brand Management and Content, changes reporting relationships in Videotron's Marketing section. Effective immediately, the following units report to the new Vice President: Marketing Communications, Video on Demand Programming, Multiplatform Programming - including digital television -, Internet, Wireless, and Interactive Media, which will play a strategic role in brand development. Product Development, which is part of the Interactive Media section, will continue reporting to the Senior Vice President.

"On behalf of everyone at Videotron, I congratulate Claude and wish him every success in his new functions," said Manon Brouillette. "I assure him of our full support to help him accomplish his mission."

**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 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 March 31, 2007, Videotron was serving 1,583,000 cable television customers in Québec, including 653,000 illico subscribers. Videotron is the Québec leader in high-speed Internet access, with 828,000 subscribers to its cable modem and dial-up services. As of March

31, 2007, Videotron had activated 20,000 lines on its wireless telephone service and was providing cable telephone service to 449,000 Québec households and organizations.