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PRESS RELEASE

For immediate release

Telephone service without technological borders **Videotron Duophone package brings people together**

Montréal, November 8, 2006 — Videotron today announced a first in the telephone services market: the Duophone package, which combines Videotron's recently launched cable telephone and wireless telephone services. The Duophone* package will bring Videotron customers together through unlimited calling between subscribers to Videotron's wireless telephone and residential cable telephone services; a Canadian first.

The two go together

The purpose of the exclusive promotional** Duophone package is to pull down the barriers in telephony and provide greater flexibility and transparency by combining the two telephone services. The Duophone package includes:

- Unlimited local calls between subscribers to Videotron wireless service;
- Unlimited local calls between subscribers to Videotron wireless service and subscribers to Videotron cable telephone service*** ****;
- Unlimited free long distance calls within Québec between subscribers to Videotron cable telephone service (where available).

The first two points apply for the duration of the Videotron wireless telephone contract.

"This exclusive package again demonstrates Videotron's ability to think differently and find new ways to serve its customers and deliver an exceptional customer experience" said Manon Brouillette, Senior Vice President, Marketing, Content and Product Development.

For \$49.95***** per month, current and future Duophone customers get Videotron cable telephone service and wireless service including 300 anytime minutes, usable days, nights or weekends.

"We are very pleased to offer this exclusive Videotron package," said Manon Brouillette. "As we approach the holiday season, when families gather and safety is of paramount importance, the Duophone package will help our customers stay in touch at all times."

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, residential telephone service and now 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 30, 2006, Videotron was serving 1,553,000 cable television customers in Québec; including 585,000 illico subscribers. Videotron is also the Québec leader in high-speed Internet access, with 769,000 subscribers to its cable modem and dial-up services. In addition, Videotron provides residential and business telephone services to more than 344,000 customers in Québec and has been offering wireless telephone service since August 2006.

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* Duophone is a Videotron Ltd. Registered Trade Mark

** A limited time offer

*** Main residential line

**** Not necessarily the subscriber's residence

**** Including network fee, 911 and call display on wireless telephone. Additional discounts apply if combined with other products. Full details available at www.videotron.com



In Montreal's downtown streets tomorrow, the launch of our Duophone package will take place while the yellow Videotron Santas squadron will march and then visit our Videotron kiosks in different shopping centres.

Download photos, ads and other press documents at the following address: <ftp://ftp.vsi.videotron.com>
User : ftp_comm **Password** : comm1234