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PRESS RELEASE

For immediate release

**GENESIS *Turn It On Again* Tour Announcement LIVE
for Videotron Internet High Speed Subscribers
and available on *illico* on demand**

Montreal, Monday, March 5, 2007 – Videotron High Speed Internet subscribers will have front row seats when the legendary progressive-rock band GENESIS announces its *Turn It On Again* Tour live from New York. Videotron's High Speed Zone will be the place to meet for all GENESIS fans around the province as the press conference will be broadcasted in its entirety. Those who can't see the press conference on the Internet will have the chance to see it the same day free of charge on video on demand if an *illico* digital TV subscriber.

Genesis LIVE

To know everything there is to know about the impressive *Turn It On Again* Tour with Phil Collins, Tony Banks and Mike Rutherford, just tune in to Videotron's High Speed Internet on Wednesday, March 7 at 11 A.M. E.T., at www.zonehautevitesse.com.

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. 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, 2006, Videotron was serving 1,572,000 cable television customers in Québec, including 624,000 *illico* subscribers. Videotron is also the Québec leader in high-speed Internet access, with 805,000 subscribers to its cable modem and dial-up services. Videotron also offers 12,000 subscriber lines on its wireless service and, as of January 15, 2007, Videotron was providing residential telephone service to 400,000 Québec households.