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PRESS RELEASE

For immediate release

Exclusive content, ultimate entertainment experience for Videotron customers

“Turn It On Again” Tour: Genesis in Montréal presented by Videotron

Montréal, March 7, 2007 –The Genesis concert in Montréal on September 14, 2007 is being presented by Videotron. A partnership between Videotron and Concert Productions International, in association with Donald K. Donald Events will bring the legendary British rock band to the Olympic Stadium during its “Turn It On Again” Tour and give Genesis fans a chance to experience the supergroup live.

Exclusive offerings before the show

As part of a promotional campaign to be conducted in the coming weeks, Videotron customers will be able to buy advance tickets to the show as of March 9, and will have a chance to enter contests and win tickets to Genesis’ first concert in Montréal in 15 years.

Finally, a lucky few will get the ultimate thrill and go **backstage** before the concert, courtesy of Videotron.

To sustain its customers until the September 14 concert date, Videotron will offer them exclusive **ringtones** and **screensavers**.

Rebroadcast of press conference on illico on demand

Videotron subscribers will be able to see today’s press conference by Tony Banks, Phil Collins and Mike Rutherford in New York City again on illico on demand.

During the show

The Genesis extravaganza will start with a bang not only inside the Olympic Stadium but also outside: subscribers to Videotron High-Speed Internet service will be able to access a live webcast of the first two songs at www.zonehautevitesse.com. The video will remain on the site for a week for the benefit of music fans who couldn’t be at the big event.

Play it again

“For many, the return of Genesis to Montréal is a chance to relive their first musical love,” said Manon Brouillette, Senior Vice President, Marketing, Content and Product Development of Videotron. “Genesis has always had a special place in the hearts of Montrealers and that is why we have gone all-out to make sure our customers can be as close to the music as possible. We are very proud to be playing a role in this reunion.”

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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 wireless phone service to 12,000 customers. As of January 15, 2007, Videotron was providing residential telephone service to 400,000 Québec households.