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PRESS RELEASE

For immediate release

New Spanish-language channels

**Videotron enhances Hispano package
and announces exceptional offer**

Montréal, October 13, 2006 – Videotron is moving to fully meet the information and entertainment needs of Spanish-speaking illico Digital TV customers by offering a blockbuster Hispano package including no fewer than 10 Spanish-language channels, 8 of them on an exclusive basis. Videotron's expanded Hispano package, which has been enhanced by the eagerly awaited addition of three popular channels, Azteca 13 Internacional, TV Chile and TVE Internacional, is available to illico Digital TV subscribers in the Montréal and Gatineau areas.

Variety and quality for all

The addition of the three new channels makes the illico Digital TV Hispano package an even wider window on the Spanish-speaking world, with something for everyone:

- *Azteca 13 Internacional* carries innovative Hispanic programming including *telenovelas*, news, documentaries, children's programming, sports and music for the whole family.
- *TV Chile*, based in Chile, is a traditional channel that carries an eclectic mix of family programming in Spanish 24 hours a day for national and international audiences.
- *TVE Internacional*, Spain's national general-interest channel, carries live newscasts, game shows, sports, documentaries, cultural magazines, educational programming, children's shows, theatre, drama and movies.

"When we added our first Spanish-language channels in 2005, our goal was to deliver a product tailored to the needs of the Spanish-speaking customers we serve and to offer them the best possible customer experience," said Claude Sauvé, Vice President, Content (Cable Television, VoD, Internet and Wireless). "That commitment led to advantageous agreements with the channels and now to an enriched package including another three popular channels for the benefit of the community of nearly 300,000 people who are interested in Spanish-language programming in Québec."

Unscrambled for three months

To give all Spanish-speaking illico Digital TV customers in the Montréal and Gatineau regions a chance to fully appreciate the richness and diversity of these three new channels, Videotron is unscrambling them from the beginning of October to January 3, 2007. Afterwards, Azteca 13 Internacional, TV Chile and TVE Internacional will be available in the Montréal and Gatineau areas as part of the Hispano package, which costs \$14.99 per month.

New package features expanded selection

The channels in the new Hispano package and their position in Videotron's channel line-up are: Telelatino (250), Canal SUR (260), Cinelatino (261), Eurochannel (262), DOCU TVE (263), Utilisima (264), Gol TV (265), TV Azteca (266), TV Chile (267), TVE Internacional (268).

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 and residential 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 June 30, 2006, Videotron was serving 1,521,000 cable television customers in Québec; including 545,000 illico subscribers. Videotron is also the Québec leader in high-speed Internet access, with 726,000 subscribers to its cable modem and dial-up services. In addition, Videotron provides residential and business telephone services to more than 283,000 customers in Québec and has been offering wireless telephone service since August 2006.