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**NEWS RELEASE**

***For immediate release***

Videotron reaches new heights in cable television

**Now more than ONE MILLION *illico* digital television terminals  
in Quebec households**

**Montréal, April 10, 2008** — Videotron is proud to announce that Quebecers are now a million times better equipped to meet their entertainment needs, thanks to *illico* digital television. The Quebec telecommunications company now has more than a million of these terminals on the market, allowing it to offer the best in entertainment, whether through its 350 stations, with the largest selection of high definition (HD) stations in French, the freedom to choose programs thanks to video on demand, or its variety of program packages and features made possible through its reliable and powerful interactive bidirectional network.

"As of last March 31, 802 800 of our 1 652 200 cable TV subscribers to Videotron's cable television service were *illico* digital television subscribers, which represents a market penetration of 49%, with 54% in the residential sector. This demonstrates the irresistible increasing tendency to adopt digital television. And given that we also offer other attractive service combinations, Quebecers are fast realizing that Videotron is quickly becoming a must in entertainment and technology," declared Manon Brouillette, Senior Vice President, Marketing, Content and Product Development at Videotron.

**High definition Series!**

The Stanley Cup series kicks off this week and hockey fans of all ages will be in frenzy! Videotron's digital and HD television are unmatched in their offering of all of the NHL's Stanley Cup games offered on one or another of the *illico* digital television stations, including RDS and RDS HD, TSN and TSN HD, CBC and CBC HD, and RIS.

**Watch and review the action... again and again!**

Real sports fans can now sit in the front row at home and watch the action as if they were in the stands. And there is nothing better than Videotron's HD television offered through *illico* digital television to experience an exceptional video and audio quality. Not only does high definition technology produce an image ten times clearer than that offered by traditional analog television, now, thanks to the Personal Video Recorder (PVR) and the High Definition Personal Video Recorder (HD-PVR), hockey fans can now replay as often as they want the last ten seconds of the action that's unfolding before their eyes, while recording another game simultaneously.

**Welcome to RDI HD and ARTV HD!**

With the upcoming arrival of RDI HD on May 2, 2008 and ARTV HD on May 3, 2008, *illico* digital television will be even better able to satisfy television fans with its 30-station HD programming, 14 of which are in French, offering the largest selection of French HD stations in areas served by Videotron.

**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, 2008, Videotron was serving 1,652,200 cable television customers in Québec, including 802,800 *illico* Digital TV subscribers. Videotron is the Québec leader in high-speed Internet access, with 965,300 subscribers to its cable modem service. As of March 31, 2008, Videotron had activated 49,900 lines on its wireless telephone service and was providing cable telephone service to nearly 691,600 Québec households and organizations.