



A Quebecor Media Company

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PRESS RELEASE

For immediate release

Vidéotron unveils new ad campaign

Vidéotron employees serve up the best technology and entertainment experience

Montréal, May 13, 2008 — Vidéotron launches a new corporate advertising campaign turning the spotlight on the employees who deliver the best customer experience in the realm of entertainment and hi-tech. "This new campaign will show all Quebecers how Vidéotron's people apply their talents and creativity to provide the technological and entertainment services that our customers so appreciate," said Claude Foisy, Vice President, Brand Management and Content, Vidéotron. "We felt it was time to highlight the excellent work our employees do behind the scenes and explain how we have achieved a 97%* customer satisfaction rate."

The infinite power of people, the infinite power of cable

The new campaign lifts the curtain on the intricately orchestrated efforts of the employees who produce Vidéotron's hi-tech offerings and provide excellent customer service to cement the strong 40-year relationship between Vidéotron and its 1.6 million clients. It features slogans such as "*The infinite power of people, the infinite power of cable*" and "*Some people know how to use technology to turn every second into a unique experience: they work for us, they do it for you,*" paying tribute to the secret army behind Vidéotron's success of recent years, the talented employees who enable the company to deliver the best in entertainment and technology.

The Bleublancrouge agency, chosen by Vidéotron in January to design the campaign, has managed to convey the essence of Vidéotron's offering: full satisfaction for every customer. That is the goal pursued by all of Vidéotron's people in every department, from IT and finance to customer service and communications.

"This was an exciting challenge for us," said Benoit Chapellier, Executive Vice President, Consulting Services, Bleublancrouge. "Like everyone in Québec, the creative staff at Bleublancrouge know Vidéotron as a provider of tech services, but when it came time to encapsulate the work of thousands of workers and translate their products and services into images and sound, we soon realized the scope of the challenge. I am very pleased with the result and I am confident that the millions of Quebecers who see this campaign will be impressed by the work of Vidéotron's people."

Friendly Vidéotron technician is not history

Other materials based on the campaign theme are currently being development and will be rolled out in the course of the year. The ads featuring the affable Vidéotron technician and his friend at customer service will continue to run alongside Vidéotron's new campaign.

Preview

Media are invited to download the new ad from

<ftp://ftp.vsi.videotron.com>

User name: AffCorpMedias

Password: !medias!

Agency: Bleublancrouge

Consultants: Benoit Chapellier, Jean-Éric Tousignant, Nathalie Roberge
Creative directors: Sébastien Maheux, Jean-François Le Blanc
Designer/copywriter: Mélanie Delisle
Artistic director: Marc Guilbault

Production house: TVAccès

Producer: Mathieu Bouthillette
Account manager: Marjolaine Leclerc
Director of Photography: François Dutil
Director: Christian Langlois

Post-production and 3D: Fly – Jean-Pierre Boies

Sonart – Yan Dal Santo
Music: FM LeSieur

* Léger Marketing 2007

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 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.