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PRESS RELEASE

For immediate release

Information security and privacy

Videotron backs Government of Québec effort to promote Internet safety

Québec City, June 11, 2007 – Videotron is pleased to be a partner of the Ministère des Services gouvernementaux for the launch of the first Québec Information Security and Privacy Week. With 830,000 households subscribed to its Internet service, Videotron is well aware of information security and privacy issues.

“Three major factors must be considered in promoting information security and privacy in a family environment: the growing penetration of computer technology and the Internet, risks and criminal activities related to the use of these technologies, and the need to educate families about these issues,” said André Gascon, Vice President, IT, of Videotron.

Videotron will launch a variety of initiatives in the weeks and months ahead in order to reinforce the message about safe use of the Internet. The company will capitalize on its broad reach and its relationship with nearly two million Quebecers to help families that use the Web adopt and maintain responsible habits.

“The Internet is a marvellous tool,” said André Gascon. “We can use it to get information, to find out about the rest of the world, to work, to socialize and much more. However, we should not delude ourselves into thinking that the potential dangers of using the Internet are likely to fade away. We therefore applaud this initiative by the Ministère des Services gouvernementaux and hope that other organizations and businesses will follow suit.”

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, 2007, Videotron was serving 1,583,000 cable television customers in Québec, including 653,000 illico subscribers. Videotron is the Québec leader in high-speed Internet access, with 828,000 subscribers to its cable modem and dial-up services. As of March 31, 2007, Videotron had activated 20,000 lines on its wireless telephone service and was providing cable telephone service to 449,000 Québec households and organizations.