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## NEWS RELEASE

***For immediate release***

A new illico package with *NFL Sunday Ticket*<sup>™</sup>, *NHL Center Ice*<sup>™</sup> and *MLB Extra Innings*<sup>™</sup>

## **The Sportmax is ready to please all sports fans!**

**Montreal, August 2<sup>nd</sup>, 2006** – In order to provide its clients with a wide variety of products and the largest choice possible, Vidéotron will offer the new Sportmax digital TV set of packages including several sports networks, as of Saturday, August 31. These networks are intended for football, hockey and baseball fans. The new Sportmax offering includes *NFL Sunday Ticket*<sup>™</sup>, *NHL Center Ice*<sup>™</sup> and *MLB Extra Innings*<sup>™</sup>.

### **An attractive sports offering**

This three-package set of digital TV will be offered to our illico digital TV clients for \$29.99 a month, with a minimal 12-month subscription. Sportmax will be launched in August in the Greater Montreal Region, and this fall in the Outaouais, Saguenay and Bas-Saint-Laurent Regions. The service will be extended to the Quebec City Region between now and January 2007, and will finally be redeployed in the Estrie region by July 2007. Thanks to Videotron's illico digital TV, sports fans will be able to fully enjoy Sportmax with a clear quality of image, a rich sound and reliable technology.

"We want to offer the best service to our clients, as well as the best in entertainment. Sportmax is a very attractive package set not only for its price, but also for its exclusive content. For sports fans, this offer represents a network combination ideal for satisfying the most hard to please," said Mr. Claude Sauvé, Vice President, Programming and Video on demand.

Each theme package is available on a *à la carte* basis, and broadcast according to the schedule of their respective league.

### ***NFL Sunday Ticket*<sup>™</sup>**

*NFL Sunday Ticket*<sup>™</sup> combines 14 networks broadcasting live games from the National Football League. This sport's fan can choose to view any regular Sunday afternoon game of the league in real time, from mid-September to the end of December. *NFL Sunday Ticket*<sup>™</sup> is the passport of football fans who don't want to miss any performance of their favourite team, whether the San Francisco 49ers, the Denver Broncos or any other, throughout the season. This package will surely liven up the flame of fans with the presence of the Pittsburgh Steelers, winners of the last SuperBowl. Fans will also be able to watch the performances of Brett Favre, the star quarterback of the Green Bay Packers. The package is also available for a unit cost of \$179.99 for one year.

### ***NHL Center Ice*<sup>™</sup>**

*NHL Center Ice*<sup>™</sup>, not to be confused with *NHL Network*<sup>™</sup> already available on illico digital TV, is dedicated to NHL games, excluding local team games such as those of the Canadiens de Montréal and Ottawa Senators. Subscribers to this network can see some 40 games each week, including the first two rounds of the Stanley Cup Series. With *NHL Center Ice*<sup>™</sup> subscribers will have the opportunity to see Dominic Hasek back as the goalkeeper for the Detroit Red Wings, be front row center to watch the Carolina Hurricanes, winners of the Stanley Cup, and follow the feats of the star player of the Pittsburgh Penguins, young Sidney Crosby. Outside *Sportmax*, the package is available for a unit cost of \$199.99 for one year.

***MLB Extra Innings™***

The terms of this package are for the most part the same as those for *NHL Center Ice™*, but they apply to Major League Baseball. *MLB Extra Innings™* is on air during the whole baseball season. Fans will be able to follow the great achievements of teams like the New York Yankees, the Boston Red Sox, or miss nothing of the evolution of the young Los Angeles Dodgers Franco-Canadian player, Russel Martin. Outside Sportmax, the package is available for a unit cost of \$159.99 for one year.

"Adding Sportmax to your illico digital TV selection is obviously a wise choice for any sports fan. As Sportmax sport seasons overlap, any fan will be able to enjoy these three networks throughout the year," concludes Mr. Sauvé.

**Vidéotron Itée** ([www.videotron.com](http://www.videotron.com)), a wholly-owned subsidiary of Quebecor Média inc., is an integrated communications company operating in the cable broadcasting, interactive multimedia development, Internet access services and residential telephony fields. Vidéotron is a leader in new technologies thanks, among others, to its interactive illico TV system and its broadband network allowing the company to offer a wide variety of services, including high-speed Internet access by modem cable and television in analogue and digital modes. As of March 31<sup>st</sup>, 2006, Vidéotron had in Quebec 1,520,000 subscribers to its cable distribution service, 512,000 of whom subscribe to illico. Vidéotron is also number one in high-speed Internet access in Quebec with 699,000 clients subscribing to its cable and telephone modem services. In addition, the company provides residential telephony service to more than 227,000 subscribers in Quebec.