



Media contact:
Isabelle Dessureault
Vice President
Corporate Affairs and Vox
Telephone: (514) 380-7501
Mobile: (514) 295-0304

PRESS RELEASE

For immediate release

On illico Digital TV in HD

Videotron will carry Super Bowl XLI with U.S. commercials

Montréal, February 1, 2007 — Subscribers to illico Digital TV's high-definition (HD) service will be able to watch the Super Bowl with all the commercials intact. When Super Bowl XLI is played on Sunday, February 4, Videotron will carry the unaltered feed directly from WCAX, the CBS HD station in Burlington, Vermont.

An extra treat

"Customers with an illico HD set-top box or High Definition Personal Video Recorder (HD-PVR) will get a double treat this year," said Manon Brouillette, Senior Vice President, Marketing, Content and Product Development, Videotron. "Not only will they be in the thick of the action at the crowning event of American football, including the pre-game show featuring the Cirque du Soleil and the half-time show starring Prince, enjoying unparalleled image and sound quality, they will also get an extra kick: the same commercials the U.S. audience will see."

In recent years, the Super Bowl has become a must-see event not only for football fans but also for anyone who is interested in advertising. Leading companies use the broadcast, which regularly garners one of the biggest television audiences of the year, to launch their new advertising campaigns. Audiences look forward to the Super Bowl to see the cream of the year's crop of new commercials.

Videotron's HD offerings

Illico Digital TV now carries a total of 23 HD channels. Customers equipped with an HD set-top box and HD television set who subscribe to the digital versions of channels available in HD can enjoy high-definition image quality when watching the English-Canadian channels CBC, CTV, Global, City TV from Toronto, The Movie Network, Rogers Sportsnet and TSN; the U.S. networks ABC, CBS, NBC, Fox and PBS; and the French-language channels VRAK.TV HD, Historia HD, Séries+ HD, Super Écran HD, Canal D HD, Ztélé HD, Canal Vie HD and Radio-Canada HD (SRC).

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, residential telephone service and now 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 September 30, 2006, Videotron was serving 1,553,000 cable television customers in Québec; including 585,000 illico subscribers. Videotron is also the Québec leader in high-speed Internet access, with 769,000 subscribers to its cable modem and dial-up services. In addition, Videotron provides residential and business telephone services to more than 344,000 customers in Québec and has been offering wireless telephone service since August 2006.