



**PRESS RELEASE**

*For immediate release*

**Videotron Business Solutions launches  
cable telephone service for small businesses**

**Montréal, April 11, 2006** – Videotron Business Solutions today launched an innovative and highly advantageous alternative to conventional telephony for small and medium-sized businesses interested in cable telephone service. Business customers who choose to take advantage of available business packages will be able to bundle their telecommunications services and enjoy all the benefits of one-stop shopping at Videotron: one call to customer service, one technician, one bill for all services.

**Substantial savings, unique offer**

Videotron Business Solutions will roll out its cable telephone service in two phases. In the first phase, the service will be offered to small businesses that need 1 or 2 lines. In phase 2, the service will be extended to businesses that require 3 to 12 lines.

With cable telephone service, businesses will see substantial savings on their telephone bills. Videotron Business Solutions is offering highly attractive rates, with basic telephone service starting at \$29.95 per month, a saving of as much as 29% compared with the competition. Subscribers to Videotron Business Solutions telephone service will also be able to take five optional features – Call Display, Voice Mail, Call Waiting, Three-Way Calling and Call Forwarding – for only \$12 per month.

**Free long-distance calls between subscribers**

Long-distance calls between subscribers to Videotron's business telephone service will be free – an advantage made possible by the infinite power of cable. A subscriber to Videotron Business Solutions telephone service in Québec City will therefore be able to call a supplier in Montréal that also uses Videotron telephone service toll free. Long-distance calls between Canada and the U.S. will cost only 5¢ per minute.

**Advantageous bundling options**

Videotron Business Solutions package deals offer businesses advantageous service bundles that let them save an additional \$120 to \$180 per year. Taking more than one Videotron service entitles business customers to free installation and simplifies their lives by billing their services on a single invoice.

“We are very proud to offer new and existing business customers these distinct advantages over conventional telephone service. Our cable telephone service makes a new option available in a market segment where there has been little competition until now,” said Jean Novak, President of Videotron Business Solutions. “Combined with our other services, this offering gives customers the net advantage of getting more for less. Anyone who is in business, small or large, knows how hard this is to find. Videotron Business Solutions will now offer business people a still more comprehensive value proposition tailored to their needs. We have great confidence in this new service. More than 163,000 residential customers have already subscribed to Videotron’s cable telephone service and the satisfaction rate is 97%.”

### **Into the future**

The technology used by Videotron will support distinctive progressive services such as video phone service and unified messaging in the future. Unlike the majority of VoIP digital telephone services, Videotron’s cable telephone service does not require an Internet connection. Videotron’s telephone service uses the Internet Protocol, a data transfer protocol, to transmit voice over its private network, which is managed entirely by Videotron. Calls are not routed over the public information highway, as they are in the case of other Internet telephone providers.

### **Videotron Business Solutions**

Videotron Ltd. announced at the beginning of January 2006 that the operations of Videotron Telecom Ltd. had been fully integrated into those of Videotron following the merger of the two companies, which led to the creation of Videotron Business Solutions. The merger also made it possible to combine the two organizations’ best management practices and distinct areas of expertise. The process had already begun to yield results, such as the accelerated roll-out of residential cable telephone service by Videotron Ltd. in 2005. The new division serves businesses, public agencies, and other providers of telecommunications services in Canada.

A leading provider of comprehensive business telecom services, Videotron Business Solutions now offers small and large businesses a full line of telecommunications services including cable telephone, high-speed data transmission, Internet access (cable modem and fibre optic), hosting and commercial cable television. While Videotron Telecom was primarily a provider of telecom services to large businesses during its 16 years of existence, Videotron Business Solutions offers a wider range of services to small and medium-sized businesses. Videotron Business Solutions delivers services tailored to the specific needs of business people, including personalized support and one-stop shopping for all business telecom needs.

**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 and residential 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 December 31, 2005, Videotron was serving 1,506,000 cable television customers in Québec; including 475,000 illico subscribers. Videotron is also the Québec leader in high-speed Internet access, with 656,000 subscribers to its cable modem and dial-up services. In addition, Videotron provides residential telephone service to more than 163,000 customers in Montréal, Montréal South Shore and North Shore, Laval and the Québec City area.