



FOR IMMEDIATE RELEASE:

TLN Telelatino adds great Italian foreign films, dramas and music specials to Videotron's *illico* on Demand

December 2, 2009 – TLN Telelatino and Videotron are proud to announce that the best in Italian foreign films, dramas and music event themed programming from around the globe will be made available, as of today, to Videotron's *illico* on Demand clients.

Videotron customers now have access to a library of acclaimed classic and contemporary Italian films with English subtitles including Roma Cinema Fest opening night Official Selection Gala film, *L'Uomo Che Ama / The Man Who Loves* starring Monica Bellucci (*Malena, The Matrix Reloaded, The Passion of the Christ*) and acclaimed director Silvio Soldini's (*Bread and Tulips*) 2007 Toronto International Film Festival selection, *Giorni e Nuvole / Days and Clouds*.

In addition, Videotron clients can watch hours of Italy's top ranked series and miniseries including the blockbuster *Maria, Figlia del Suo Figlio*, the human story of the Virgin Mary, a woman who was called to a transcendental task, and the controversial series, *Sacco e Vanzetti*, the famous trial which while taking place in America, gained huge international interest telling the tale of Italian immigrants, circumstantial evidence, and the social background of the 1920's.

Music lovers will enjoy a series of special events with worldwide superstars such as *Andrea Bocelli: Tuscan Skies* and the acclaimed Pavarotti and Friends series.

"Videotron is pleased to diversify its catalogue of foreign movies, events and television programs by adding this selection of content in the original version, with subtitles," said Suzanne Laverdière, Senior Director, Video on Demand. "These titles from TLN Telelatino enhance Videotron's offerings by bringing its customers a wider variety of quality programming, in the original language."

"As a complement to the thousands of hours of premium, general entertainment programming TLN Telelatino already offers annually to the large Italian community in Quebec, we are pleased to launch this innovative option to make it more convenient for our viewers to access their favourite Italian program titles through Videotron's *illico* on Demand service.", said TLN President Aldo Di Felice.

The titles are available in standard format at \$4.99 per film, mini-series episode or concert event. All *illico* Digital TV subscribers can access *illico* on demand on channel 900.

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About TLN Telelatino

TLN Telelatino has been Canada's leading Hispanic and Italian media source since 1984, and can be seen in over 5 million Canadian television homes on cable and satellite from coast to coast. As Canada's Latino Superstation, TLN broadcasts a variety of domestic and international programming including daily news reports from Italy and Latin America, the world's best soccer, top telenovelas, dramas, variety shows, feature films and specials. Telelatino is majority owned by Corus Entertainment, a leading Canadian media company. Other shareholders of TLN are prominent members of the Italian Canadian community.

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 September 30, 2009, Videotron was serving 1,759,700 cable television customers in Québec, including 1,042,400 subscribers to *illico* Digital TV. Videotron is the Québec leader in high-speed Internet access, with 1,145,400 subscribers to its cable modem service as of September 30, 2009. As of the same date, Videotron had activated 79,800 handsets on its wireless telephone service and was providing cable telephone service to 979,100 Québec households and organizations. For the fourth consecutive year, Videotron has been named Québec's most respected telecommunications company by *Commerce* magazine, based on a Léger Marketing survey.

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