

Radialpoint and Vidéotron Win Two Interactive Media Awards for Online Family Safety Sites

Leading Web industry award gives top honours to Vidéotron's Vigilance sur le net

MONTREAL, CANADA – April 08, 2008 — Radialpoint, leading provider of managed Internet security services for the world's largest Internet service providers (ISPs), is pleased to announce that Vidéotron and its [Vigilance sur le net](#) and [Vigilance sur le net Tournée](#) online family safety awareness sites have won top honours in this year's [Interactive Media Awards™](#) (IMA®). Already winning a coveted LACP (League of American Communications Professionals) award for 2007, Vidéotron's two-phased family safety awareness program has brought home the Best-in-Class and Outstanding Achievement awards in the IMA's Youth category.

"We are pleased to present Vidéotron and Radialpoint with these two prestigious awards for the Vigilance sites," said Anna Lawrence, spokesperson for the Interactive Media Awards. "Not only were the judges impressed by the very high design standards presented here, but also by the important mission of these sites in building awareness for youth safety online. These sites represent some of the very best work we've seen amid the toughest competition, and we congratulate Vidéotron and Radialpoint on a job very well done."

Vigilance sur le net provides a unique combination of information, resources, and testimonials designed to bridge the generational communication gaps between youth and parents and their experiences online. Launched in June 2007 as the centerpiece of province-wide public awareness campaign, Vigilance sur le net provides the go-to destination for Quebec consumers of all ages interested in the important issues of online safety.

"Vidéotron is committed to a safe online experience for all Quebec families and, as such, we had a vision to create an inter-generational forum for dialogue and education around Internet security issues," said Isabelle Dessureault, Vidéotron's Vice President Corporate Affairs and President of Vox. "Together with our security partner, Radialpoint, we developed Vigilance sur le net to establish a resonating theme that serves the Quebec community and reinforces our commitment to online safety. We are delighted to be recognized among the industry's best for Web communications."

With two entries in the Youth category, the main Vigilance site, <http://www.vigilancesurlenet.com>, received the Outstanding Achievement award scoring 475 out of a possible 500 points. The second award for Best-in-Class Achievement was given to the Vigilance tour micro-site, <http://www.vigilancesurlenet.com/tournee/>, receiving 485 points out of 500. These outstanding scores put Vigilance into the IMA's very top categories.

"Radialpoint is pleased to be recognized for the creative work we are doing with our visionary ISP customers," said Radialpoint CEO, Hamnett Hill. "We are committed to supporting Vidéotron in its efforts to raise awareness around issues of online family safety and look forward to future cooperative programs like Vigilance sur le net."

Building on the success of the tour in 2007, Vigilance sur le net is now pursuing its educational tour of Quebec schools called Tournée Vigilance sur le net, featuring Vrak TV and Vox star host Antoine Mongrain as animator, as well as MusiquePlus celebrity VJ/Producer Denis Talbot who originally conceived the idea of the tour.

ABOUT VIDEOTRON

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, 2007, Videotron was serving 1,616,000 cable television customers in Québec, including 720,000 *illico* subscribers. Videotron is the Québec leader in high-speed Internet access, with 899,000 subscribers to its cable modem service. As of September 30, 2007, Videotron had activated 39,000 phones on its wireless telephone service and was providing cable telephone service to nearly 574,000 Québec households and organizations.

ABOUT THE LACP

The Interactive Media Awards™ recognize the highest standards of excellence in website design and development and honour individuals and organizations for their outstanding achievement.

Created by the Interactive Media Council, Inc. (IMC), a New York-based global, nonprofit organization of leading web designers, developers, programmers, advertisers and other web-related professionals, the competition is designed to elevate the standards of excellence on the Internet and offer winners a boost in marketing and exposure. IMC serves as the primary sponsor and governing body of the Interactive Media Awards™, establishes the judging system and provides the judges for the competition.

For more information about IMA go to <http://www.interactivemediaawards.com/>.

ABOUT RADIALPOINT

Radialpoint is a leading provider of managed Internet security services solutions for Internet service providers (ISPs). Its Value Added Services (VAS) are currently available to over 20 million broadband subscribers worldwide. Radialpoint's Services and Managed VAS Platform enable ISPs to generate new revenue and significantly lower operational costs associated with supporting and bringing new Internet services to market. Its customers include Bell Aliant, Bell Canada, TELUS and Videotron in Canada; AT&T/ BellSouth and Verizon in the US; and, ONO, and Virgin Media in Europe. Radialpoint is headquartered in Montreal, Canada, with offices in Europe.

For more information, visit <http://www.radialpoint.com>.

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