

## Radialpoint and Vidéotron Win LACP Spotlight Award for Online Child Safety Site, *Vigilance sur le net*

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*Coveted communications prize recognizes companies' creative communications excellence*

**MONTREAL, CANADA – Nov. 27, 2007** — Radialpoint is pleased to announce that Vidéotron and its *Vigilance sur le net* ([www.vigilancesurlenet.com](http://www.vigilancesurlenet.com)) Web site dedicated to online child safety has received a *2007 Spotlight Award* from the League of American Communications Professionals (LACP). The coveted annual *Spotlight Awards for Print, Video & Web Communications* typically draw the very toughest of competitors including Fortune 500 companies and many of the world's largest advertising agencies. This year, an unprecedented 900 submissions were in the running for an award that places *Vigilance sur le net* among the very best in the industry.

"This year's entry, *Vigilance sur le net*, proves to be remarkable in light of tremendous competition," said Christine Kennedy, LACP Managing Director. "The first impression presented by this project is superb, while the narrative and visual design are both excellent. Our belief is that the target audience will find it highly relevant, demonstrating the success of this project in connecting with the right people and delivering an applicable and persuasive message."

"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, Vox. "Together with our security partner, Radialpoint, we developed *Vigilance sur le net* to help define the dialogue and establish a resonating theme that serves the Quebec community and reinforces our commitment. We are delighted to be recognized among the industry's best for Web communications."

The first site of its kind in Canada, *Vigilance sur le net* provides a unique combination of information, resources, testimonials and dialog designed to bridge the generational communication gaps between children 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.

"We are honored to share this *2007 Spotlight Award* that recognizes excellence in online communications," said Radialpoint CEO, Hamnett Hill. "Since 2003, we have partnered with Vidéotron to provide industry class security to their subscribers. We understand that creating consumer awareness for online security issues is just as important as providing technology solutions, and are therefore committed to supporting Vidéotron's dedication to the safety of its customers through the creation of compelling public awareness venues."

*Vigilance sur le net* has now moved on to its second phase focused on an educational tour of Quebec schools Called *Tournée Vigilance sur le net*, featuring Vrak TV and Vox star host Antoine Mongrain, as well as Musicplus celebrity VJ/Producer Denis Talbot, as the hosts and animators of the tour. Radialpoint is pleased to be involved once again in the development of its Web component - a micro-site focused on delivering educational videos to teenagers and educators to help get out the word on safe surfing online.

### **ABOUT VIDEOTRON**

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, 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 League of American Communications Professionals LLC (LACP) was established in 2001 in order to create a forum within the public relations industry that facilitates discussion of best-in-class practices within the profession while also recognizing those who demonstrate exemplary communications capabilities. As part of this goal, LACP hosts a free monthly newsletter distributed via e-mail and quarterly competitions that target various disciplines within the communications field. Currently, more than 30,000 subscribers receive the monthly newsletter, which shares best practices; provides tools, tips, and resources to professionals; and hosts various forums to discuss industry trends and challenges. The quarterly competitions routinely include hundreds of entries from some of the most recognized organizations throughout the world.

### **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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