



Supplementary Disclosure

**Quarter / 6-Month Period
Ended June 30, 2010**

For additional information, please contact
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QUEBECOR INC.

Supplementary Disclosure June 30, 2010 Earnings per Share

	<u>2nd Quarter</u>		<u>YTD</u>	
	<u>2010</u>	<u>2009</u>	<u>2010</u>	<u>2009</u>
Earnings per share (basic)	\$1.02	\$1.19	\$1.62	\$2.09
Earnings per share from continuing operations, before gains and losses on valuation and translation of financial instruments, unusual items and impairment of goodwill and intangible assets	\$1.06	\$0.88	\$1.79	\$1.55

Reconciliation of earnings per share

	<u>2nd Quarter</u>		<u>YTD</u>	
	<u>2010</u>	<u>2009</u>	<u>2010</u>	<u>2009</u>
Earnings per share from continuing operations, before gains and losses on valuation and translation of financial instruments, unusual items and impairment of goodwill and intangible assets	\$1.06	\$0.88	\$1.79	\$1.55
Other adjustments ¹ :				
Unusual items and impairment of goodwill and intangible assets	(0.02)	0.14	(0.15)	0.11
(Loss) gain on valuation and translation of financial instruments	(0.02)	0.17	(0.02)	0.43
Total	(0.04)	0.31	(0.17)	0.54
Reported earnings per share (basic)	\$1.02	\$1.19	\$1.62	\$2.09

¹ After taxes and non-controlling interest.

QUEBECOR INC.

Supplementary Disclosure June 30, 2010 Debt

(all amounts in millions of Canadian dollars)

Quebecor Inc.

Revolving credit facility due in 2011 (availability: \$150)	\$	83.6
Mortgage loan due in 2012		35.4
	\$	119.0

Quebecor Media Inc.

Revolving credit facility due in 2013 (availability: \$100)		-
Export financing due in 2015	\$	58.4
Term loan "A" due in 2011		46.8
Term loan "B" due in 2013		171.1
7 3/4% Senior Notes due in 2016		1,234.9
		<u>1,511.2</u>

Videotron Ltd. and its subsidiaries

Revolving credit facility due in 2012 (availability: \$575)		-
Export Financing "A" due in 2018		-
Export Financing "B" due in 2016		-
6 7/8% Senior Notes due in 2014		697.4
6 3/8% Senior Notes due in 2015		185.8
9 1/8% Senior Notes due in 2018		751.3
7 1/8% Senior Notes due in 2020		300.0
		<u>1,934.5</u>

Sun Media Corporation and its subsidiaries

Revolving credit facility due in 2012 (availability: \$70)		-
Term loan "C" due in 2012		38.1
7 5/8% Senior Notes due in 2013		211.1
		<u>249.2</u>

TVA Group Inc. and its subsidiaries

Revolving credit facility due in 2012 (availability: \$100)		16.9
Term Loan due in 2014		75.0
		<u>91.9</u>

Total Quebecor Media Inc.	\$	3,786.8
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TOTAL LONG TERM DEBT	\$	3,905.8
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Bank indebtedness		4.8
Exchangeable debentures - QI		2.1
Liability (asset) related to cross-currency interest rate swaps (FX rate differential) - QI ¹		-
Liability (asset) related to cross-currency interest rate swaps (FX rate differential) - QMI ¹		353.8

Cash and cash equivalents ²:

Quebecor Inc.		5.3
Quebecor Media Inc.		320.8
Videotron Ltd.	\$	245.4
Sun Media Corporation		62.0
Osprey Media Publishing Inc.		3.0
Quebecor Media Parent		8.6
Other (subsidiaries not 100% owned)		1.8
	\$	326.1

¹ Classified as "Derivative financial instruments" in Quebecor Media Inc. and Quebecor Inc.'s balance sheets.

² Includes cash and cash equivalents and cash and cash equivalents in trust.

TELECOMMUNICATIONS

Supplementary Disclosure June 30, 2010 Operating Results

	2010		2009		
	Jun 30	Mar 31	Dec 31	Sep 30	Jun 30
Homes Passed ('000)	2,594.5	2,582.8	2,575.3	2,573.6	2,563.1
Basic Subscribers ('000)	1,781.5	1,785.5	1,777.0	1,759.7	1,732.6
Basic Penetration	68.7%	69.1%	69.0%	68.4%	67.6%
Extended Tier Subscribers ('000)	1,581.4	1,578.6	1,565.3	1,541.6	1,510.1
Extended Tier Penetration	88.8%	88.4%	88.1%	87.6%	87.2%
Digital Set-Top Boxes ('000)	1,575.0	1,535.3	1,484.1	1,400.0	1,317.3
Digital Subscribers ('000)	1,142.0	1,119.9	1,084.1	1,042.4	990.3
Digital Penetration	64.1%	62.7%	61.0%	59.2%	57.2%
Cable Internet Subscribers ('000)	1,201.7	1,191.6	1,170.6	1,145.4	1,109.9
Cable Internet Penetration	67.5%	66.7%	65.9%	65.1%	64.1%
Cable Telephony Subscribers ('000)	1,065.3	1,043.0	1,014.0	979.1	934.8
Cable Telephony Penetration	59.8%	58.4%	57.1%	55.6%	54.0%
Wireless Lines ('000)	87.0	85.3	82.8	79.8	73.5

	2nd Quarter			YTD		
	2010	2009	VAR	2010	2009	VAR
(in millions)						
Revenues	\$543.1	\$487.4	11.4%	\$1,071.4	\$964.9	11.0%
Cable Television	235.5	216.4	8.8%	465.4	428.1	8.7%
Internet	159.1	140.4	13.3%	317.1	277.3	14.4%
Telephony	101.3	86.1	17.7%	199.7	168.6	18.4%
Wireless Telephony	12.2	10.0	22.0%	23.8	19.1	24.6%
Business Solution	14.7	14.5	1.4%	28.6	29.1	-1.7%
Other	20.3	20.0	1.5%	36.8	42.7	-13.8%
EBITDA	\$264.0	\$232.7	13.5%	\$515.7	\$456.3	13.0%
EBITDA Margin (%)	48.6%	47.7%		48.1%	47.3%	
Additions to PP&E and Intangible Assets (NCTA Standard Reporting Categories)						
Customer Premise Equipment	\$28.5	\$28.0		\$49.1	\$54.1	
Scalable Infrastructure	80.5	39.1		132.3	63.6	
Line Extensions	17.9	10.9		31.7	22.0	
Upgrade / Rebuild	30.2	22.7		60.2	44.4	
Support Capital	11.3	16.4		36.5	46.3	
Total - NCTA Classification	\$168.4	\$117.1	43.8%	\$309.8	\$230.4	34.5%
Other	11.7	9.6		22.6	18.5	
Total	\$180.1	\$126.7	42.1%	\$332.4	\$248.9	33.5%
2-Way Capability	99%	99%		99%	99%	
Cable Television ARPU	\$43.97	\$41.64		\$43.49	\$41.29	
Total ARPU	\$94.88	\$87.15		\$94.00	\$86.12	

NEWS MEDIA

Supplementary Disclosure June 30, 2010 Operating Results

	2nd Quarter			YTD		
	<u>2010</u>	<u>2009</u>	<u>VAR</u>	<u>2010</u>	<u>2009</u>	<u>VAR</u>
Linage ('000)						
Urban Dailies	42,253	40,299	4.8%	80,531	77,395	4.1%
(in millions)						
Revenues	\$271.3	\$275.6	-1.6%	\$519.4	\$528.3	-1.7%
Advertising	199.6	204.8	-2.5%	377.0	387.3	-2.7%
Circulation	50.7	52.4	-3.2%	100.4	106.1	-5.4%
Other	21.0	18.4	14.1%	42.0	34.9	20.3%
Urban Dailies	\$156.3	\$152.2	2.7%	\$299.2	\$295.3	1.3%
Community Newspapers	107.9	113.7	-5.1%	203.9	215.2	-5.3%
Other	49.5	49.6	-0.2%	96.0	95.1	0.9%
Eliminations	(42.4)	(39.9)	n.m.	(79.7)	(77.3)	n.m.
EBITDA	\$59.6	\$55.6	7.2%	\$99.6	\$85.3	16.8%
EBITDA Margin (%)	22.0%	20.2%		19.2%	16.1%	
Change in Newsprint Expense			-15.2%			-20.4%

QUEBECOR INC.

Supplementary Disclosure June 30, 2010 Shares Held in Subsidiaries

	Number of shares	Equity (%)	Voting (%)
<u>Shares held by Quebecor Inc.</u>			
Quebecor Media Inc.	67,636,713	54.7%	54.7%
<u>Shares held by Quebecor Media Inc.</u>			
TVA Group Inc.	12,228,591	51.4%	99.9%

QUEBECOR INC.

Supplementary Disclosure June 30, 2010 Note to Investors

Note to Investors

Investors should note that this Supplementary Disclosure document presents financial information for Quebecor Inc. on a consolidated basis as well as for Quebecor Media Inc. and two of its reporting segments: Telecommunications and News Media. The financial figures included in this document are reported in Canadian dollars.

Detailed Financial Information

For a detailed analysis of Quebecor Inc.'s results for the second quarter of 2010, please refer to the Management Discussion and Analysis and consolidated financial statements of Quebecor Inc., available on the Company's website at <http://www.quebecor.com/InvestorCenter/QIQuarterlyReports.aspx> or from the SEDAR filing service at <http://www.sedar.com>.

Non-GAAP Financial Measures

The Company uses certain financial measures that are not calculated in accordance with Canadian generally accepted accounting principles ("Canadian GAAP") to assess its financial performance. The Company uses these non-GAAP financial measures, such as operating income (EBITDA), adjusted income from continuing operating activities, cash flows from segment operations, free cash flows from operations and average revenue per user ("ARPU"), because the Company believes that they are meaningful measures of its performance. Its method of calculating these non-GAAP financial measures may differ from the methods used by other companies and, as a result, the non-GAAP financial measures presented in this document may not be comparable to other similarly titled measures disclosed by other companies. We refer investors to our second quarter of 2010 Management Discussion and Analysis under "Non-GAAP Financial Measures" for a complete description of these measures as well as a reconciliation to the most directly comparable measure calculated in accordance with GAAP.