

ConceptWave Order Care[®] Enhances Quad-Play Service Delivery at Videotron

Strategic partnership streamlines integration of communication services offerings for fulfillment of quad-play broadband services for Canadian Communications Service Provider

Orlando, FL – November 18, 2008 - ConceptWave Software Inc., a leading provider of order automation and product catalog solutions, today announced that Videotron Ltd. has deployed ConceptWave's Order Care suite as a component of a strategic initiative to streamline the delivery of integrated communication services, including Internet, Telephony, Wireless and TV. The solution enables Videotron to cost-effectively manage quotes, offers and orders from a common data repository and enhance the contact experience for current and prospective customers.

Videotron needed to consolidate fulfillment and service processes. To accelerate roll-out of their residential broadband services, Videotron turned to ConceptWave's Order Care suite for a consolidated ordering platform to manage all products and services in a single exchange between subscribers and customer service representatives. The solution combines web-based order entry at the front-end with a sophisticated product catalog and order management engine that enables Videotron to model and fulfill all products and market offers from a single, tightly integrated system.

With ConceptWave's Order Care suite, Videotron experienced reduced time-to-market for new products and offers. The company also increased levels of customer satisfaction by creating an accurate and engaging order fulfillment experience for internal call centre agents and their customers. Early results demonstrated a reduction of call contact time to close a sale. With Order Care, Videotron also reduced training time on the new solution by an astounding 50 percent compared to the previous system.

"ConceptWave is strategically aligned with our objectives in the sense that they understand how to transform commercial off-the-shelf (COTS) software technology into practical and usable solutions," said André Gascon, Vice President of 3G Wireless Technology for Videotron Ltd. "Videotron is committed to delivering the most progressive communications solutions to its customers. We are confident that our partnership with ConceptWave will empower us to maintain a distinct competitive advantage."

ConceptWave's Order Care suite utilizes metadata-configurable templates and a business rules editor to model Videotron-specific business requirements and accelerate deployment. The solution is integrated within Videotron's current BSS/OSS system architecture to achieve a transparent, end-to-end order handling experience for Videotron personnel and their customers.

"As communication service providers continue to address the challenges of converged service deliveries, they are increasingly in need of a strategic approach to develop simplified, end-to-end order handling solutions and deliver new products and bundled services as quickly and cost-effectively as possible," said Zarar Rana, President and CEO of ConceptWave Software. "Our partnership with Videotron enabled us to demonstrate our strength as a provider of order orchestration solutions for companies seeking to consolidate, simplify and accelerate the end-to-end order fulfillment process within a complex BSS/OSS architectural landscape."

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 June 30, 2008, Videotron was serving 1,660,000 cable television customers in Québec, including 830,500 *illico* Digital TV subscribers. As of June 30, 2008, Videotron had activated 54,600 lines on its wireless telephone service and was providing cable telephone service to nearly 742,900 Québec households and organizations. Videotron is the Québec leader in high-speed Internet access, with 1,000,000 subscribers to its cable modem service, as of July 18, 2008.

About ConceptWave Software, Inc.

ConceptWave Software Inc. develops and markets order and catalogue management solutions that improve operational efficiencies and facilitate the rapid delivery of new services for the Communications Service Provider market. ConceptWave Order Care is a highly configurable order handling and product management platform that supports end-to-end flow-through order capture, order management and product lifecycle management through a fully-integrated J2EE/SOA product platform. ConceptWave solutions have been proven in the marketplace with over 20 successful deployments worldwide. ConceptWave Order Care is also sold through OEMs and global system integrator partners. ConceptWave can be reached at 905-405-2188, or on the Web at www.conceptwave.com.

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