COGECO COMMUNICATIONS

News release
For immediate release

Cogeco Cable Canada honoured for a sixth time in eight years by Service Quality Measurement Group, Inc.

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Montréal, February 11, 2015 — Cogeco Cable Canada is proud to be recognized for having attained the highest level of customer service in the Canadian telecommunications and television industry and to be honoured by the Service Quality Measurement (SQM) Group's 2014 North American Call Center Industry Awards.

Over the last eight years, Cogeco Cable Canada has been recognized six times by SQM Group for the excellence of its call centre customer service. These awards are unique for the company and its employees, as they are judged using voice of the customer methodology.

Cogeco Cable Canada works constantly to deliver the best service and meet customers' needs and expectations. For the company, this award equates to a genuine "thank you" from its customers to its employees for the care they place in their work and their commitment to deliver excellent service every day. This recognition acknowledges Cogeco Cable Canada's commitment and dedication to implementing, among others, proactive and engaging processes:

► Performance quality: all agents are managed through proactive coaching and training models that encourage development, initiative, improvement and excellence.
► Celebrating successes: sharing stories about great customer service moments so all agents can learn from them.
► Consultative sales model: focusing on the customer and providing solutions that meet the needs of the household.

Louise St-Pierre, President and Chief Executive Officer of Cogeco Cable Canada, is thrilled to accept these SQM Group awards of excellence on behalf of Trois-Rivières, Québec, and Burlington, Ontario, call centre employees. "Over the years, the quality of our customer service has become a key asset that differentiates us from our competitors. Every day, our goal is to achieve excellence in the way we meet each of our residential customers' needs. I congratulate all of our employees, as they have proven, once again, their commitment to living, day in and day out, with the mission and values of our organization in mind. I know what tremendous efforts had to be made and I am very proud of the team and its achievements. I also wish to thank our customers for their loyalty and unwavering confidence."

Cogeco Cable Canada is also the Bronze winner of the "Call Center FCR Best Practice Award" in the "Real-Time CSR Support Queue" category. This award demonstrates the Cogeco Cable Canada management team's commitment to improving processes in order to position itself as a leader in best practices for the call centre industry.

Each year, Cogeco Cable Canada's call centres provide quality service for more than one million residential and business customers throughout Québec and in Ontario via different communication platforms, 24 hours a day, 7 days a week.

ABOUT SERVICE QUALITY MEASUREMENT GROUP

Since 1996, SQM Group has been a leading North American research firm for benchmarking, consulting and awarding FCR call center performance. SQM conducts over 1 million surveys for over 450 leading international call centers on an annual basis.

ABOUT COGECO CABLE CANADA

Cogeco Cable Canada (www.cogeco.ca) regroups the Canadian cable operations of Cogeco Cable Inc. Cogeco Cable Canada is the second largest cable operator in Ontario and Québec in terms of the number of Basic Cable service customers served. Its two-way broadband cable networks provide to its residential and small business customers Analog and Digital Television, High Speed Internet ("HSI") and Telephony services. Cogeco Cable Inc. is a telecommunications corporation and is the 11th largest hybrid fibre coaxial cable operator in North America operating in Canada under the Cogeco Cable Canada brand name in Québec and Ontario, and in the United States through its subsidiary Atlantic Broadband in Western Pennsylvania, South Florida, Maryland/Delaware and South Carolina. Through its subsidiaries Cogeco Data Services and Peer 1 Hosting, Cogeco Cable Inc. provides its commercial customers a suite of IT hosting, information and communications technology services (Data Centre, Co-location, Managed Hosting, Cloud Infrastructure and Connectivity), with 20 data centres, extensive fibre networks in Montréal and Toronto as well as points-of-presence in North America and Europe. Cogeco Cable Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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Information : Patricia Archambault
Media Relations - Product
Tel. : 514 710-1044
patricia.archambault@cogeco.com