COGECO COMMUNICATIONS

News release

For immediate release

A Unique New Television Platform Comes To Quebec: An Exclusive Service From Cogeco Cable Canada

Cogeco's TiVo service, an unparalleled home entertainment product, will transform the way you watch television

Trois-Rivières, Quebec, March 30, 2015 – A new wave in the world of television entertainment is rolling into Quebec today. TiVo, the leader in cutting-edge television services, is now being offered by Cogeco Cable Canada in all markets it currently operates in. The platform's interface, language and recommendation tool have been adapted to meet Quebeckers' preferences and to offer an unparalleled personalized entertainment experience for the entire family.

"Cogeco's TiVo service will change our industry," said Louise St-Pierre, President and CEO of Cogeco Cable Canada. *"We worked closely with TiVo to develop a platform that reflects the tastes and needs of Quebeckers, and we are proud to be able to offer it today. We developed Cogeco's TiVo service to respond to what our customers consider important: a multi-screen experience that is intelligent, powerful, simple and mobile."*

TiVo's fully integrated advance search function explores live television as well as recorded, on-demand and online content. Cogeco Cable Canada is the only television service provider in Canada that offers full integration of Netflix into the platform. Netflix subscribers can have access to the content this service offers through the TiVo platform by way of a simple unified search, without having to use additional external devices. TiVo also helps users discover new content by providing personalized recommendations. In addition, the platform automatically records shows that reflect users' past viewing habits and that might be of interest to them.

"For customers of Cogeco's TiVo service, there will always be something worth watching, whether it is a show they already love or a new program that comes recommended," noted Louise St-Pierre.

Cogeco's TiVo service can also be used outside the home. Thanks to an application that is available on devices that use the iOS operating system (iPhone® and iPad®), customers can search, browse and plan recordings from where they are. They can also transfer recordings from their digital recorder (DVR) to their mobile devices. With the Cogeco TV application, they will be able to watch shows where they are, with no need for wireless Internet access. The mobile application on the Android® platform will be available by the spring of 2015.

"The beauty of the service is that it enables people to find what they are looking for quickly and easily. The many testimonials that have been received and shared on social media since the service was launched in Ontario show us that Cogeco's TiVo service is allowing our subscribers to have the best and most exciting home entertainment experience there is," reiterated Anne Isabelle Roussy, Vice-President, Marketing and Product Development at Cogeco Cable Canada.

To take advantage of Cogeco's TiVo service, users must subscribe to Cogeco Cable Canada's Television and Internet bundles, which include a wireless modem. Starting today, the company will also be offering equipment that relies on "AC" wireless technology, the most recent generation of wireless modems, so that anyone subscribing to Cogeco's TiVo service can have an optimal customer experience. For further information about Cogeco's TiVo service, please visit www.cogeco.ca.

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 Analogue 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).

ABOUT TiVo

TiVo Inc. (NASDAQ: TIVO) is a global leader in next-generation television services. TiVo's innovative cloud-based Software-as-a-Service solutions enable viewers to consume content across all screens in and out-of-the home, providing an all-in-one approach for navigating the 'content chaos' by seamlessly combining live, recorded, on-demand and over-the-top television into one intuitive user interface. The TiVo experience provides TV viewers with simple universal search, discovery, viewing and recording from any device, creating the ultimate viewing experience. TiVo products and services are available at retail or through a growing number of pay-TV operators world-wide. TiVo's multiple subsidiary companies provide the broader television industry and consumer electronics manufacturers, cloud-based video discovery and recommendation options, interactive advertising solutions and audience research and measurement services. More information at: www.TiVo.com.

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