COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Cable Canada Chooses Taxi As Creative Agency Of Record

Montréal, April 20, 2015 - Cogeco Cable Canada announced today its selection of TAXI as the new creative agency of record for the brand over the next 5 years.

"*Given the major transformations within the industry in recent years, we needed to step back and review our needs in terms of creative and media agencies,"* said Anne Isabelle Roussy, VP Marketing and Product Development. "*After meeting with some very talented agencies, we chose TAXI for its deep understanding of our industry, its experience in brand management and its thoughtful creativity. Those traits were key to our decision.*"

TAXI will work alongside media agency Touché !. The synergy between the two was apparent during the selection process: a combination of creative talent and media expertise that focus on results. The new partners will transition into their new mandate in the upcoming months.

"*This is a wonderful win for TAXI,"* says Pascal De Decker, Executive Creative Director and General Manager of TAXI Montréal. "*We knew from the first meeting that this was going to be a special opportunity, with a great team hungry to reinvigorate the Cogeco Cable Canada brand.*"

"*We are thrilled by the opportunity to work with Cogeco Cable Canada, a company that shares our values of entrepreneurship and innovation,"* says Karine Courtemanche, President of Touché.

Cogeco Cable Canada wishes to thank the team at OgilvyOne Worldwide, the outgoing agency, for its dedication over the last 13 years and will continue to partner with the agency on ongoing projects until the end of the fiscal year.

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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