COGECO COMMUNICATIONS

**News release**

For immediate release

# The Centrexpo Drummondville becomes Centrexpo Cogeco

**Drummondville, April 24, 2015** – Alexandre Cusson, Mayor of Drummondville and Chair of the Société de développement économique de Drummondville (SDED), and Martin Dupont, Executive Director of SDED, the city's economic development corporation, announced today that an agreement has been signed with Cogeco Cable Canada to give Centrexpo Drummondville the new name Centrexpo Cogeco. In force for an initial period of five years, the agreement includes the option for two additional periods of two years each, which could bring the length of the agreement to nine years.

"Entering into a business partnership with Cogeco Cable Canada is only natural, because the company has a long history in our community," Mr. Cusson said, adding: "As mayor, I am delighted to see the business community's financial commitment to municipal infrastructure."

For his part, Mr. Dupont said: "We are pleased that Centrexpo will be associated with a major company in the telecommunications industry. The centre, one of the most modern facilities of its kind in Québec, already uses Cogeco Cable Canada's suite of business services. We believe that this partnership demonstrates our goal to provide our clientele with a range of high-quality services, particularly in terms of information technology, which has become an essential part in the holding of major events today."

For Cogeco Cable Canada, which has been firmly established in the Drummondville community for 27 years, this partnership is further proof of its desire to be closely involved in the economic development of the regions where it operates.

"We are very pleased to be working again with the City of Drummondville and the SDED in this major partnership for the region, which is at the heart of the area in which we operate," said Louise St-Pierre, President and CEO of Cogeco Cable Canada. "This agreement represents an ideal opportunity for us to actively contribute to the economic dynamism that Drummondville is known for and reaffirm our unwavering support for this very important local initiative."

Open since December 2014, Centrexpo Cogeco has 10 employees and has hosted more than 70 events. In the coming months, various major events will take place at the centre, including the first edition of the Salon industriel Centre-du-Québec and Uniselect. These two events alone will bring more than 1,000 visitors to the area. Centrexpo is definitely key to the growth of business tourism in Drummondville and the surrounding area.

**ABOUT THE CITY OF DRUMMONDVILLE**

Recognized for the enthusiasm, openness and warm hospitality of its residents, Drummondville is known as a welcoming place that offers a quality living environment and enjoys sustained growth. The leading city in the Centre-du-Québec region, Drummondville has 74,540 inhabitants, ranking it 14th most populous city in the province. Its entrepreneurial spirit and sense of drive and initiative have been proven many times over. In addition to being recognized as a symbol of industrial innovation, Drummondville knows how to capitalize on its numerous strengths in every area. Held up as an example for its economic vitality, the Drummondville community constantly strives to develop the city's infrastructure and business environment. Located at the crossroads of major arteries and in the heart of Québec's most densely populated region, Drummondville is a special place to do business. Over 600 companies, many of them international, have established themselves in the city's industrial parks.

This year, Drummondville celebrates its 200th anniversary, making it the perfect time to promote the city, its residents and businesses, and to showcase its history, its strengths, its successes and the vitality of the people who live here. Drummondville, development capital!

**ABOUT THE SOCIÉTÉ DE DÉVELOPPEMENT ÉCONOMIQUE DE DRUMMONDVILLE (SDED)**

For more than 30 years, the mission of SDED has been to promote industry, business and tourism by helping to foster conditions favourable to the economic development of the Drummond Regional County Municipality. In addition to being a leader in promoting entrepreneurship with the "Industrial Incubator" model, SDED is also responsible for Tourisme Drummond, Centrexpo Cogeco and Drummondville airport.

## 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).

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