COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Data Services and Peer 1 Hosting enhance utility computing portfolio with launch of True Native Hybrid Cloud™

Instant provisioning delivered via fully automated, self-service On Demand Cloud Platform™

Vancouver, British Columbia, 27 May 2015 – Cogeco Data Services and Peer 1 Hosting, the global web infrastructure and cloud-hosting provider, has announced the launch of its fully automated True Native Hybrid Cloud™ solution. Businesses can instantly build, provision and scale physical and cloud services through a single, web-based portal on a utility billing basis.

Offered through the fully automated, self-service On Demand Cloud Platform™, True Native Hybrid Cloud™ provides customers with the ability to instantly provision a mix of virtual and bare-metal cloud servers. Customers can scale up, add additional capacity and decommission services at any time, paying only for what is used, allowing for true business agility and flexibility during peak demand periods.

The On Demand Cloud Platform™ offers an intuitive web-based user interface where customers and partners can purchase and manage multiple interrelated services and hybrid solutions. Reducing the cost and complexity associated with self-service platforms, the On Demand Cloud Platform™ provides a responsive, high-performing environment for infrastructure deployment.

Example use cases include start-ups, SMBs, developers and marketing environments, where low cost exposure, scalability and flexible capacity are essential. It is also a good fit for businesses that have high performance demands. The combination of bare metal and virtual cloud servers provides rapid scalability to meet demand spikes. The On Demand Cloud Platform™ supports business agility by giving customers full control over their hybrid hosting requirements.

Toby Owen, Vice President, Product Management, Cogeco Data Services and Peer 1 Hosting said: "The hybrid cloud market is accelerating considerably and True Native Hybrid Cloud™ has been designed specifically to address the market need for 'true' hybrid, providing businesses with the ability to instantly provision and easily control bare metal and virtual cloud services via a single web interface. It puts the power back in the hands of the customer, giving them exactly what is required to adapt quickly to changing business requirements."

Owen continues: "Self-service platforms have long been associated with being too technical, and the On Demand Cloud Platform™ is simple, clear and intuitive, enabling customers to build their solutions by selecting each service according to their exact specifications. Paying only for what is used is everything businesses need to create a responsive, secure, high-performance environment."

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ABOUT COGECO DATA SERVICES AND PEER 1 HOSTING

Cogeco Data Services and Peer 1 Hosting are wholly-owned subsidiaries of Cogeco Cable Inc. (TSX:CCA). They have combined their operations to become a global provider of essential business-to-business products and services, such

as data transport, colocation, cloud and managed services, and dedicated hosting, that allow customers across Canada, the United States and Western Europe to focus on their core business. With 20 data centres, extensive FastFiber Network™ and more than 50 points-of-presence in North America and Europe combined, they are a trusted partner to businesses small, medium and large, providing the ability to access, move, manage and store mission-critical data worldwide, backed by superior customer support.