COGECO COMMUNICATIONS

News release

For immediate release

Always Attentive To Its Residential And Business Clients' Needs, Cogeco Cable Canada Is Set To Improve And Enhance Its High Speed Internet Services In The Laurentian Region

Montréal, July 22, 2015 – Cogeco Cable Canada is proud to announce the deployment, on August 25, of new download and upload speeds for its Internet residential and business packages in the Laurentian region. Current subscribers in Ste-Adèle, St-Sauveur, Morin-Heights, Piedmont, Ste-Marguerite du lac Masson, Ste-Anne-des-Lacs, Ste-Agathe-des-Monts, Val-Morin, Val-David, Ivry-sur-le-lac, Lantier, St-Adolphe-D'Howard and Ste-Lucie-des-Laurentides will be able to benefit from this service improvement at no additional cost.

Furthermore, for its bandwidth-hungry residential and business customers in the region, Cogeco Cable Canada introduces its new Ultimate 120 package.

"Given the increasing interest in online activities such as sharing social media content, pictures and videos, our residential customers' needs in terms of Internet are growing. The improvements and the introduction of our new Ultimate 120 announced today are our answer to the needs of a vast majority of our customer base, who will enjoy some of the highest Internet speeds on the market at very competitive prices," stated Anne Isabelle Roussy, Vice-President, Marketing and Product Development, at Cogeco Cable Canada.

For clients, the changes will allow for higher download speeds and more bandwidth, resulting in improved service while watching online content found on websites such as Netflix and YouTube and faster surfing on the web.

Highlights of the improvement and new residential packages:

ENHANCED PACKAGE	DOWNLOAD	UPLOAD	BITCAP (GB)
Turbo 30	30 Mbps	2 Mbps to **10 Mbps**	160 GB
Ultimate 55	55 Mbps	2 Mbps to **10 Mbps**	260 GB
Ultimate 55 Unlimited	55 Mbps	2 Mbps to **10 Mbps**	unlimited

NEW PACKAGE	DOWNLOAD	UPLOAD	BITCAP (GB)
Ultimate 120	Up to 120 Mbps	Up to **10 Mbps**	400 GB
Ultimate 120 Unlimited	Up to 120 Mbps	Up to **10 Mbps**	unlimited

Everywhere in its markets, Cogeco Cable Canada has seen that the demand for increased capacity and speed in Business Internet services is growing quickly. More than ever, businesses that are looking to grow their productivity and optimize their efficiency need an ultra-fast Internet connection without having to change or pay for more expensive packages.

"These improvements are also of utmost importance to our business customers who are located in various Québec communities, to better serve their customers regardless of where they are and, at the same time, to optimize their business interactions which are at the core of their priorities. This enhancement to our services helps them increase their reach and their productivity and enables them to add Internet accesses without seeing the performance of their high speed Internet decrease," added Ms. Roussy.

Highlights of the improvement and business new packages:

ENHANCED PACKAGE	DOWNLOAD	UPLOAD	BITCAP (GB)
Business Launch	20 Mbps	2 Mbps to **10 Mbps**	unlimited
Business Select	40 Mbps	2 Mbps to **10 Mbps**	unlimited
Business Premium	60 Mbps to **80 Mbps**	2 Mbps to **10 Mbps**	unlimited

NEW PACKAGE	DOWNLOAD	UPLOAD	BITCAP (GB)
Ultimate	Up to 120 Mbps	Up to 20 Mbps	unlimited

For more details on these new packages or Cogeco Cable Canada's residential or business High Speed Internet packages in Québec, please visit our website www.cogeco.ca, in the residential or business section, under the "Québec" tab.

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 combined subsidiaries, Cogeco Data Services and Peer 1 Hosting, Cogeco Cable Inc. provides to its business customers a suite of information technology services (data transport, colocation, cloud and managed services, and dedicated hosting), with 20 data centres as well as more than 50 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

Public Relations - Products

Tel: (514) 710-1044

patricia.archambault@cogeco.com