COGECO COMMUNICATIONS

News release
For immediate release

TVCOGECO Laurentides Marks A Major Milestone In Its History

400,000 investment in its new Sainte-Adèle studio

Sainte-Adèle, September 10, 2015 – Cogeco Cable Canada is celebrating today's official inauguration of the new studio of *TV*COGECO's Sainte-Adèle station, now located at 421 Boulevard Sainte-Adèle. The work, representing a $400,000 investment, was conducted in accordance with sustainable building standards. The project began last October and extended over nearly a year.

The *TV*COGECO studio has been completely revamped. Its modern facilities and equipment make it the only professional-quality TV production studio on Montréal's North Shore, enabling it to produce and broadcast ever richer and more varied content.

"I am very proud today to be marking this major milestone in the history of the *TV*COGECO station in Sainte-Adèle, which has been part of the local scene for more than 20 years," says Louise St-Pierre, President and Chief Executive Officer of Cogeco Cable Canada. "*TV*COGECO's community stations are a vital pillar in our organization's business strategy, and this investment confirms our intention to remain strongly rooted in the community, promoting the development of Sainte-Adèle and its local players."

For her part, Johanne Hinse, Vice-President, Business Development, Sales, Programming and Community Relations at Cogeco Cable Canada adds: "The initial aim of this major construction project was to get closer to the action and to acquire functional infrastructure that would enhance our local presence, with attention paid to the building's sustainability and respect for the environment."

In addition to a technologically cutting-edge studio, the new building houses a permanent Cogeco Cable Canada kiosk. People in the Laurentians region can visit to meet an advisor and discover the range of services the company offers. "Since Cogeco Cable Canada has built its reputation on the quality of its customer service, this is our way of taking the customer experience even further by providing highly personalized attention," Ms. Hinse notes.

ABOUT *TV*COGECO

*TV*COGECO, a division of Cogeco Cable Canada owned by telecommunications company Cogeco Cable Inc. (TSX: CCA), operates 37 community television stations in Québec and Ontario. *TV*COGECO's programming, available exclusively to Cogeco Cable Canada customers, offers a broad and varied range of content that is created, produced and broadcast by a team of employees and volunteers in collaboration with various local organizations. This programming, entirely produced and broadcast in high definition, reflects the concerns and interests of the communities served by *TV*COGEGO. In Quebec, *TV*COGECO has installations in the following regions: Salaberry-de-Valleyfield, St-Hyacinthe, Drummondville, Trois-Rivières, Roberval, Alma, Sainte-Adèle, Rimouski, Matane, St-Georges, Thetford Mines, Magog, Montmagny, Baie-Comeau and Sept-Îles.

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, South Carolina and Eastern Connecticut. 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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