COGECO COMMUNICATIONS

News release

For immediate release

TVCOGECO, A Network In Québec That Is Now Fully HD

Trois-Rivières, September 21, 2015 – Given the ever-increasing pace of technological innovation, *TV*COGECO, a division of Cogeco Cable Canada owned by telecommunications company Cogeco Cable Inc., has just finished converting its network of local TV stations to high definition (HD). This is an achievement the company is very proud of, because it greatly enhances the visual experience of its customers across the province. As a result, Cogeco's customers can now watch exclusive HD content on both channel 555 and *Cogeco On Demand* channel 602. The technological upgrade of 15 *TV*COGECO stations carried out over the past five years across Québec represents an investment of $5 million.

" *TV*COGECO shows the importance that we attach to our communities," says Louise St-Pierre, President and CEO of Cogeco Cable Canada. " *TV*COGECO stations unquestionably serve as drivers of local development by maintaining jobs and mobilizing myriad volunteers. Together, these experts and apprentices in the television communications field produce local entertainment and information shows that reflect our communities by showcasing the activities, people and initiatives they are known for."

Johanne Hinse, Vice-President, Business Development and Sales, *TV*COGECO and Community Relations, adds: "Not only do these technological changes in Québec enable our production teams to be more agile, but they will ensure, over the medium and long term, that Cogeco can continue to offer quality television services and have a positive impact in the communities where it operates." The upgrade of the company's facilities in Québec was completed in August with the replacement of equipment at the *TV*COGECO Matane and *TV*COGECO Baie-Comeau stations.

ABOUT *TV*COGECO

*Quebec municipalities where TV*COGECO *operates stations: Salaberry-de-Valleyfield, Sainte-Adèle, Saint-Hyacinthe, Magog, Drummondville, Trois-Rivières, Montmagny, Roberval, Alma, Ville de Saint-Georges, Thetford Mines, Rimouski, Matane, Baie-Comeau and Sept-Îles.*

*TV*COGECO*, a division of Cogeco Cable Canada owned by telecommunications company Cogeco Cable Inc. (TSX: CCA), operates 36 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 reflects the concerns and interests of the communities served by TV*COGECO*.*

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, 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 21 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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