COGECO COMMUNICATIONS

News release

For immediate release

Presenting Cogeco Peer 1

Cogeco Cable Inc. announces the new company name for its subsidiary Cogeco Data Services and Peer 1 Hosting

Montréal, Québec, October 19, 2015 – Cogeco Cable Inc. ("Cogeco Cable" or "the Corporation") (TSX: CCA) announced today the new name for its combined subsidiaries Cogeco Data Services and Peer 1 Hosting, Cogeco Peer 1. This represents another step in the evolution of the Corporation's Enterprise Data Services segment.

Earlier this year, Cogeco Cable announced the combining of its two subsidiaries, a growth opportunity building on its current strength and positioning in the thriving Enterprise Data Services sector. "The new name, Cogeco Peer 1, allows us to combine the strengths of two great companies and deliver uncompromising value and innovation, reinforcing our position as a market leader in the enterprise IT sector," stated Louis Audet, President and Chief Executive Officer, Cogeco Cable.

"There is strong brand equity in the Peer 1 Hosting name in its international markets," added Mr. Audet. Adding Peer 1 to the Cogeco master brand name is part of the Corporation's natural evolution in this sector and a final step in integrating Peer 1 Hosting assets within the international Cogeco consortium. "We feel that the combining of these two names will work to create further synergies in the eyes of our customers and employees alike."

Headquartered in Toronto, Cogeco Peer 1 is a global provider of business technology platforms, such as colocation, network, managed hosting, cloud services and a rich portfolio of managed IT services. With 21 data centres, an extensive global FastFiber Network™ and more than 50 points-of-presence in North America and Europe combined, Cogeco Peer 1 is 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.

"As one team with one vision, the new Cogeco Peer 1 will maintain its commitment to placing the customer at the heart of its business, taking the complexity of IT off their hands and allowing them to focus on their core business and achieve extraordinary market advantage," said Tony Ciciretto, President and Chief Executive Officer, Cogeco Peer 1.

ABOUT COGECO CABLE INC.

Cogeco Cable Inc. is a telecommunications corporation. It is the 11th largest cable operator in North America operating in Canada under the Cogeco Cable Canada name in Québec and Ontario, and in the United States under the Atlantic Broadband name in western Pennsylvania, south Florida, Maryland/Delaware, South Carolina and eastern Connecticut. Cogeco Cable Inc. provides its residential and business customers with television, high speed Internet and telephony services through its two-way broadband fibre networks. Through its subsidiary Cogeco Peer 1, Cogeco Cable Inc. provides to its business customers a suite of information technology services (colocation, network connectivity, managed hosting, cloud services and managed IT services), with 21 data centres, an extensive FastFiber Network™ and 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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