COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Cable Canada Appoints Two New Vice Presidents To Its Senior Executive Team

Montréal, December 14, 2015 – Cogeco Cable Canada is pleased to announce the appointment of **Daniel Boisvert** as Vice President, Marketing and Innovation, and **Antoine Shiu** as Vice President, Business Solutions Sales; both are joining the senior executive team.

"I most enthusiastically welcome Daniel and Antoine to our senior executive team and I have every confidence that they will both leverage their wide-ranging experience and solid skill sets to ensure the company's growth," said **Louise St-Pierre**, President and Chief Executive Officer, Cogeco Cable Canada. "Daniel and Antoine are highly experienced leaders who will be instrumental in strategically positioning our organization in the wake of our transformation, and helping us seize business opportunities to better meet the ever-evolving needs of our customers."

In his new role, Daniel Boisvert will provide strategic leadership to roll out flexible products and services that are on the leading edge of technology. He will also be responsible for spearheading the launch of a powerful new brand expression for Cogeco Cable Canada, bringing new momentum to the brand in the Ontario and Québec footprint.

Antoine Shiu, with his excellent track record in sales, will be responsible for growing the business customer base, consisting primarily of small and medium-sized businesses, and further developing the offering to match the needs of this segment, which represents huge growth potential for the company.

Daniel Boisvert

A forward-thinker and strong leader, Daniel Boisvert has more than 25 years of experience with large corporations in the telecommunications, media and new technologies fields. As President of Strategika International, his responsibilities included counselling several international companies on their growth strategies. He has also been President and CEO of Sympatico-Lycos (Bell Canada), and held strategic positions with BCE, Bell ActiMedia and Teleglobe.

Mr. Boisvert has a Bachelor of Administration degree from Université de Sherbrooke and an international Master's of Business Administration (Marketing and Strategy) degree from Université de Lausanne.

Antoine Shiu

Antoine Shiu has over 25 years of experience working with major telecommunications, legal, marketing and media companies in Canada as well as Mexico. He was Vice President, National Sales for TC Media, where he led the sales teams of the Interactive Marketing Solutions group, guiding B2B sales in traditional and digital technology services for Canada's major retailers. He has also worked for several prominent companies, including LexisNexis Canada, Bell Canada, and several Québec and Ontario subsidiaries of BCE, as well as for BCI in Mexico.

Mr. Shiu holds a Master's of Business Administration degree from the School of Business, Queen's University, Kingston, Ontario, a Bachelor of Commerce degree in International Marketing from HEC Montréal, and a certificate in Economics (International) from Université de Montréal.

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. It provides its residential and small business customers with video, Internet and telephony services through its two-way broadband cable networks. Cogeco Cable Inc. is a communications 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 Cogeco Peer 1, Cogeco Cable Inc. provides its business customers with a suite of information technology services (colocation, network connectivity, managed hosting, cloud services and managed IT services), through its 21 data centres, extensive FastFiber NetworkTM 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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