COGECO COMMUNICATIONS

**News release**
For immediate release

# Cogeco Cable Canada Updates Its Name To Become Cogeco Connexion

*In the same spirit of renewal, its community television network becomes CogecoTV.*

**Montréal, January 13, 2016** – Cogeco Cable Canada is proud to announce that it will now be offering its services under the name "Cogeco Connexion." In addition, its community television network, TVCogeco, now bears the name "CogecoTV." These new corporate names are part of the renewal of the brands of all the business units in the Cogeco family, announced today, and will not result in any changes in their operations.

The descriptive term "cable" has been removed from the new name since it was no longer representative of the scope of the advanced technologies the company leverages today to drive its operations and meet the needs of its customer segments. The name "Cogeco Connexion", a subsidiary of Cogeco Communications Inc., reflects the company's mission and expresses the evolution of its offering, ranging from video to high-speed Internet and telephony service, along with data and voice transmission services and cloud-based applications for businesses. It also underlines the very human element of making a connection.

"Cogeco Connexion is a reflection of what we are, and expresses the vast range of our sophisticated communications services, the evolution of our company and, above all, our proximity with our customers over the entire territory where we operate," stated **Louise St-Pierre, President and Chief Executive Officer of Cogeco Connexion**. She added: "This new name perfectly exemplifies the values we convey in everything we do on a daily basis to drive powerful connections for our customers while fostering genuine connections with our customers."

**Cogeco Connexion at a glance**

- 2550 employees
- Customer segments: residential and business
- Offering: video, high-speed Internet, telephony, fibre-based data and voice transmission, and cloud-based applications for businesses
- 11,000 km of linear optical fibre between Windsor, Ontario, and Gaspé, Québec
- Hybrid network: optical fibre and coaxial cable
- Fibre-optic network since 1990
- Internet download speeds provided: up to 250 megabits per second
- Community television stations: 15 in Québec and 22 in Ontario, with close to 1,000 volunteers

To learn more about the new Cogeco Connexion brand and the other brands of Cogeco Inc.'s operating units, a short video is available online.

**ABOUT COGECO CONNEXION**

Cogeco Connexion (www.cogeco.ca) regroups the Canadian cable operations of Cogeco Communications Inc. Cogeco Connexion 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 Communications Inc. is a communications corporation and is the 11th largest hybrid fibre coaxial cable operator in North America operating in Canada under the Cogeco Connexion 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 Communications 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 Communications Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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**Information and interview requests:**

Katherine Chartrand

Director, Public Relations

Cogeco Connexion

514 764-4674

katherine.chartrand@cogeco.com