COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Connexion Unveils Its New Television Packages A More Flexible Offering Designed To Meet Evolving Customer Expectations

Montréal, March 1, 2016 – Cogeco Connexion is proud to unveil today new TV packages for its consumer market in Ontario and Québec. Its offering has been completely redesigned and revamped to enable greater choice, thereby meeting evolving expectations in terms of personalized content selection. Existing Cogeco Connexion customers can continue to benefit from their current packages.

"We have put a lot of thought into the redesign of our TV packages, conducting an in-depth analysis of our customers' needs and their evolving content consumption habits, and I am very proud to launch our new offering today," said Louise St-Pierre, President and Chief Executive Officer, Cogeco Connexion. "We are confident that our customers will positively welcome our renewed offering which combines value and flexibility, while being highly competitive in the marketplace."

Basic Channels

Cogeco Connexion now offers an entry-level package named "Basic Channels" which is comprised of local and regional over-the-air Canadian stations, mandatory distribution channels, as well as community and educational channels. Cogeco Connexion has also decided to include affiliates of conventional American networks in this package, to exceed customers' expectations. Subscription to the "Basic Channels" package is a requirement to access any other packages or channels.

A personalized selection for greater flexibility in optional packages

Customers can create their own packages of 10, 20, 30 or 40 additional channels in Ontario, or of 10, 15, 20 or 30 channels in Québec, by choosing from a wide array of Canadian, American and foreign channels. Cogeco Connexion's "My Mix" package allows customers to design a tailored package based on their interests.

Ready-to-watch packages for greater value

Cogeco Connexion has created two ready-to-watch packages with higher added value for customers looking for simplicity and the best quality-to-price ratio. The "Perfect Mix" and "Ultimate Mix" packages include the most popular channels such as *Sportsnet*, *TSN* and *AMC* in Ontario, and *TVA Sports*, *RDS* and *Canal Vie* in Québec. The "Ultimate Mix" package offers even more value with a rich selection of movie channels, including *The Movie Network* and *Super Channel* in Ontario, and *Super Écran* and *Cinépop* in Québec.

A wider selection of standalone channels

Cogeco Connexion has expanded the availability of its standalone channels: close to 110 standalone channels are now available in Ontario, and close to 60 standalone channels are now offered in Québec. Customers can therefore benefit from an enriched selection, allowing them to pay for the channels they really want to watch. Cogeco Connexion is therefore going over and above what was requested on March 1, 2016, as per the *Let's Talk TV: A World of Choice* policy.

A new offering tailored to business customers

At the same time, Cogeco Connexion is unveiling a new TV offering for its business customers, including an entry-

level package as well as tailored packages based on industry verticals.

For more information on Cogeco Connexion's new TV packages, please visit cogeco.ca.

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 fibre rich network. 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).

-30-

Information and interview requests:

Katherine Chartrand

Public Relations Director

Cogeco Connexion

514-764-4674

katherine.chartrand@cogeco.com