COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Connexion Launches Its First TV Offering Designed Exclusively For Business Customers

A Customized Offering by Industry Category

Montréal, March 29, 2016 – Following the recent announcement of new TV bundles for consumers, Cogeco Connexion is proud to launch a TV offering specifically designed for small and medium-sized businesses and larger enterprises in Ontario and Québec. Cogeco Connexion unveils today a wide variety of TV packages catering to various business sectors and their unique needs.

"Our business clients have different priorities and expectations when it comes to TV packages: they want to provide an outstanding entertainment experience to their own customers and employees, in order to ensure their satisfaction and successfully conduct their business activities," said Daniel Boisvert, Vice President, Marketing and Innovation, Cogeco Connexion. "We have seized this opportunity to reinvent our offering from top to bottom and we are proud to unveil a TV experience designed for businesses, with packages tailor-made for specific industries".

A wide variety of customized TV packages

Cogeco Connexion has designed TV packages to suit its clients' business needs, depending on their industry: Bars & Restaurants, Sports & Fitness, Retail, Offices & Professional Services, Hotels & Institutions, and other business types. Clients can choose between pre-assembled packages of 10 or 20 channels in Ontario, and of 10, 15 or 20 channels in Québec.

A premium selection of channels for an optimal experience

Cogeco Connexion has created the "Business Premium" package for businesses that are looking to offer the best of news, sports and entertainment to their customers. This ready-to-watch package offers great value and includes a line-up of premium channels such as *TSN*, *Sportsnet*, *CNN*, *Food Network*, and *AMC* in Ontario, and *RDS*, *TVA Sports* and *Canal Vie* in Québec.

A wider selection of standalone channels

Cogeco Connexion has expanded the availability of its standalone channels. Business customers can therefore benefit from an enriched selection, allowing them to choose the right channels to ensure their customers' satisfaction.

Music Channels

The Stingray Music package offers a wide variety of music channels programmed by experts.

Business Basic

Cogeco Connexion offers an entry-level package named "Business Basic" which is comprised of local and regional over-the-air Canadian stations, mandatory distribution channels, as well as community and educational channels. Once they have subscribed to this package, business clients can then add additional standalone channels or

packages designed to meet their specific needs.

For more information on Cogeco Connexion's new business 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).

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