COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Peer 1 Names Bertrand Labelle Vice President, Marketing

Toronto, April 28, 2016 – Cogeco Peer 1, a global provider of essential business-to-business products and services, such as colocation, network connectivity, managed hosting, cloud services and managed IT services, today announced the appointment of Bertrand Labelle to the role of Vice President, Marketing. Based in Toronto, Bertrand will be responsible for the creation and delivery of the company's integrated global marketing programs.

Previously at Microsoft, Bertrand held senior positions in national and international sales, marketing and business development – this experience, paired with his knowledge of global marketing and his extensive background in technology, bring a unique perspective to his role. "We have appointed Bertrand to this role to drive demand for our continued growth in North America and around the globe. Bertrand's commitment to champion marketing as an accountable business function and his success in spearheading global marketing programs, make him an exceptional fit for this position and will enable him to deliver superior programs and services that enhance the brand and promote meaningful customer experiences," said Philippe Jetté, President of Cogeco Peer 1.

"The team at Cogeco Peer 1 is exceptional and backed by solid leadership – I was immediately drawn to the company's unique place in the market. I am looking forward to collaborating across the organization to develop integrated programs – from product strategy to digital interaction – that will deliver exceptional experiences to our customers and, ultimately, their end users," said Bertrand Labelle, Vice President, Marketing, Cogeco Peer 1.

Bertrand has a Master's Degree in Business Administration, from the University of Toronto, Rotman School of Management and a Bachelor of Applied Science, Electrical Engineering from the University of Waterloo.

About cogeco peer 1

Cogeco Peer 1 is a wholly-owned subsidiary of Cogeco Communications Inc. (TSX:CCA) and is a global provider of essential business-to-business products and services, such as colocation, network connectivity, managed hosting, cloud services and managed IT services, that allow customers across Canada, Mexico, the United States and Western Europe to focus on their core business. With 17 data centers, extensive 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.

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Information and interview requests:

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