COGECO COMMUNICATIONS

News release

For immediate release

Important Roll-Out Of New HD Channels For Cogeco Connexion Customers In Trois-Rivières And Shawinigan

Montréal, May 18, 2016 – Cogeco Connexion is pleased to announce that it is improving its television offering in the Trois-Rivières and Shawinigan areas with the launch of an expanded range of high-definition (HD) channels. Since mid-February, the company has introduced, in successive waves, a broader range of HD channels at no additional charge to existing customers who have already subscribed to equivalent standard-definition channels. The progressive roll-out of these HD channels has just been completed.

Customers can now enjoy superior image quality for many of their favourite channels, depending on their individual packages. Channels such as *SportsNet World HD*, *BeIN Sports HD*, *WWE Network HD*, *AMC HD*, *CNN HD*, *Slice HD*, *Discovery Channel HD* and *The Movie Network (2-3-4) HD* are now part of Cogeco Connexion's offering. The selection of French HD channels has also been enhanced with the addition of *TVA Sports 2 HD*, *RDS 2 HD*, *CASA HD, Telemagino HD* and *Super Écran (3-4) HD*, among others, in the areas that didn't already benefit from these channels. Cogeco Connexion now offers up to 135 HD channels, depending on the region.

"This evolution of our offering is part of our ongoing commitment to better meet the changing needs of our customers, many of whom have HD TVs, set-top boxes and recorders," said Daniel Boisvert, Vice President, Marketing and Innovation, Cogeco Connexion. "By providing them with a diverse range of television content with higher resolution, our customers can get even more out of their initial investment of purchasing or renting HD equipment and enjoy an outstanding entertainment experience."

For further information on Cogeco Connexion's TV offering or to get a complete list of HD Channels, 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 17 data centres, extensive FastFiber NetworkTM and more than 50 points-of-presence in North America, Mexico 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