COGECO COMMUNICATIONS

News release

For immediate release

Switch On Amazing With Cogeco

Cogeco Connexion launches a new brand identity

Montréal, August 9, 2016 – With today's launch of its most recent advertising campaign in the Québec and Ontario markets, Cogeco Connexion is unveiling a new brand identity representing a renewed approach and a fresh image showcasing the customer experience.

"This new brand identity is inspired by our ability to innovate and deliver outstanding client experiences," stated Louise St-Pierre, President and CEO of Cogeco Connexion, adding: "This new branding reflects the advanced technologies we leverage to drive our operations and meet the growing needs of our customers in the consumer and business segments".

Cogeco Connexion's new tagline – Switch on Amazing – was developed based on the distinctive characteristics of Cogeco, a company providing the best customer service in its industry and a technological pioneer with a powerful fibre optic network.

"Switch on Amazing is a tagline that embodies our commitment to offering our clients an unmatched experience at every level of interaction with Cogeco," stated Daniel Boisvert, Vice President, Marketing and Innovation, Cogeco Connexion.

The new branding also encompasses the adoption of a new creative platform illustrating the infinite possibilities which Cogeco's technology and services offer its clients. This branding has unique and distinctive visual elements, including a new colour palette and a new typography specific to Cogeco.

To launch this new brand identity on the market, an extensive integrated campaign was developed consisting of radio spots, a TV commercial, high-impact billboards, print material and a strong online presence.

Cogeco Connexion at a glance:

- Wholly-owned subsidiary of Cogeco Communications Inc.
- 2550 employees
- Customer segments: consumer 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: COGECO TV (15 in Québec and 22 in Ontario, with close to 1,000 volunteers)

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 8th 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 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 REQUEST:

Marie-Claude Dubeault

Senior Advisor, External Communications

Cogeco Connexion

514-764-4532

marie-claude.dubeault@cogeco.com