COGECO COMMUNICATIONS

News release
For immediate release

New Bikes For 12 Students At Saint-Hyacinthe's Lafontaine School Thanks To Cogeco Connexion

Montréal, October 12, 2016 – Today, Cogeco Connexion donated personalized bikes and helmets to 12 students of Lafontaine School in the Saint-Hyacinthe School Board between the ages of 5 and 8 who distinguished themselves by their exemplary behaviour and academic performance. This donation is valued at close to $3,000.

As part of a team-building activity, some 65 members of Cogeco Connexion's Marketing and Innovation team sought to combine business with pleasure, making the most of this small retreat to give back to communities served by Cogeco Connexion and brighten the lives of 12 children by recognizing their academic merit.

With the help of the *Association des familles monoparentales et recomposées* (Association of Single-Parent and Blended Families) of Saint-Hyacinthe, the Lafontaine School was chosen and some of its most deserving students were selected to receive a bicycle. Using information sheets providing the names and ages of the 12 selected students, as well as their favourite colours, hobbies and heroes, the Cogeco Connexion team was able to assemble 12 bikes and decorate them with stickers and other items reflecting the youngsters' tastes and interests.

At the end of the day, the 12 students met with the Cogeco Connexion team to receive their bikes at the Humania Assurance Cultural Centre where the team-building activity was held. Experts certified by Vélo Québec were on hand to verify the bikes' compliance.

"Over time, Cogeco Connexion has forged special ties with the communities on its territory, and we've always taken the health and well-being of their members to heart. We are quite proud, therefore, to have had the opportunity of injecting some joy in the hearts of 12 children in Saint-Hyacinthe by offering them a new bike," stated Daniel Boisvert, Vice-President, Marketing and Innovation at Cogeco Connexion.

These heart-warming moments were captured by the local CogecoTV crew and will be aired on Channel HD 555 within the framework of the program "Connecté sur les Maskoutains" on Thursday, October 13, and rebroadcast on Friday, October 14, as well as during the weekend of October 15 and 16.

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).

-30-

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