COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Connexion Increases The Flexibility Of Its Television Offering

Selection of individual channels now wider than ever

Montréal, November 30, 2016 – Today, Cogeco Connexion proudly unveiled a new, more flexible television offering that allows its customers in the Ontario and Québec consumer markets to select the individual channels they truly want, tailoring a package to their interests. In keeping with new CRTC (Canadian Radio-television and Telecommunications Commission) requirements, all channels offered by Cogeco Connexion in Ontario and Québec will henceforth be available either individually or in small packages.

"With the needs of our clients and their content consumption habits constantly evolving, we are determined to offer them maximum flexibility," noted Daniel Boisvert, Vice-President, Marketing and Innovation at Cogeco Connexion. "We have always made our customers' needs our leading priority and we are proud of enhancing their television entertainment experience."

Basic Channels

Cogeco Connexion now offers an entry-level package known as "Basic Channels", which includes local and regional Canadian channels and mandatory distribution channels as well as community and educational channels. Cogeco Connexion has also decided to include affiliates of major American networks to this package, thereby exceeding its customers' expectations. Subscribing to the "Basic Channels" package is a prerequisite for accessing other packages or individual channels.

A personalized selection increasing the flexibility of optional packages

Customers can also create their own packages of 10, 20, 30 or 40 channels in Ontario, or 10, 15, 20 or 30 channels in Québec, by choosing from an extensive selection of Canadian, American and foreign channels. Cogeco Connexion's "My Mix" package allows customers to tailor a package to their individual interests.

High value-added ready-to-watch packages

Cogeco Connexion has also created two ready-to-watch packages offering high value-added channels to customers seeking simplicity along with the best quality-price ratio. The "Perfect Mix" and "Ultimate Mix" packages include such highly popular channels as *Sportsnet*, *TSN* and *AMC* in Ontario, and *TVA Sports*, *RDS* and *Canal Vie* in Québec. The "Ultimate Mix" package takes things one step further, adding a rich selection of movie channels including *The Movie Network* and *Super Channel* in Ontario, and *Super Écran* and *Cinépop* in Québec.

For additional information on Cogeco Connexion's new packages, go to cogeco.ca.

ABOUT COGECO CONNEXION

Cogeco Connexion 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, hosting, cloud and managed services), through its 17 data centres, extensive FastFiber Network® 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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