COGECO COMMUNICATIONS

News release

For immediate release

A New Identity For Cogeco Television: Cogecotv Becomes "Yourtv"

A NEW IDENTITY FOR COGECO TELEVISION: COGECOTV BECOMES "YOURTV"

Montreal, September 18, 2017 – As the new television season gets underway, Cogeco is proud to unveil the new image of its community television stations. In fact, CogecoTV's 15 Québec stations will now be known as "NousTV" while the 19 CogecoTV stations in Ontario will be called "YourTV". This new designation embodies Cogeco's ties to its community while reinforcing the importance of public and local organizations in the production of television content aired in the regions it serves.

"A leader in the field of local television, our stations' new image reflects who we are, which is to say, it is a reflection of our communities," stated Johanne Hinse, Vice-President Sales Consumer Market and Community Relations. "Our local television stations speak to our neighbours, to the mechanic at the local garage, the baker in the square, the local teacher, in short, to everyone who lives in one of our beautiful communities. All, in their own way, contribute to the identity of the community, the local culture, local expertise and all other aspects reflected by community television."

"This change in the image of our community television stations is consistent with our desire to move our brands forward, making them more dynamic in synch with our commitment to offering our customers an amazing experience at every level of intervention with Cogeco. This measure comes in the wake of the decision, more than a year ago, to adopt a new corporate signature — Switch on Amazing — developed in line with the distinctive features of Cogeco, a company offering a high level of customer service recognized by a number of awards of excellence, as well as a leader in the technological sector thanks to its fibre optic network," asserted Daniel Boisvert, Vice-President, Marketing and Innovation, Cogeco Connexion.

The new name of our community television stations was unveiled at the launch of the new television season, which includes a variety of new programs sure to please viewers of all ages.

For full programming information, go to Facebook.com/yourtvontario/ and Facebook.com/NousTVQuebec.

ABOUT YOURTV/NOUSTV

YourTV/NousTV is a division of Cogeco Connexion, a property of Cogeco Communications inc. (TSX: CCA), a communication corporation that operates 36 community television stations in Québec and Ontario. Available exclusively to Cogeco Connexion customers, Your TV offers a wide and varied range of programs developed, produced and put on the air by a team of employees and volunteers in collaboration with different local organizations. Your TV programming reflects the concerns and interests of the communities it serves. Québec towns where NousTV has stations : Salaberry-de-Valleyfield, Sainte-Adèle, Saint-Hyacinthe, Magog, Drummondville, Trois-Rivières, Montmagny, Roberval, Alma, Saint-Georges, Thetford Mines, Rimouski, Matane, Baie-Comeau and Sept-Îles. Ontario towns where YourTV is available: Belleville, Brockville/Prescott, Burlington/Oakville, Chatham, Cobourg/Port Hope, Cornwall, Fergus, Hawkesbury (English), Hawkesbury (Français), Huntsville/Gravenhurst, Kingston, Milton/Halton Hills, Niagara, North Bay, Ottawa Valley, Peterborough/Lindsay, Sarnia, Smiths Falls/Perth/North Grenville, Windsor/Leamington.

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 16 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).

- 30 -

INFORMATION AND INTERVIEW REQUESTS:

Isabelle Fontaine

Cogeco Connexion

514 764-4577

isabelle.fontaine@cogeco.com