COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Connexion to introduce next generation Internet protocol television (IPTV) platform

Montreal, August 14th, 2018 — Cogeco Connexion, a subsidiary of Cogeco Communications Inc. (TSX:CCA), is proud to announce that it has entered into an agreement with MediaKind (previously Ericsson Media Solutions) to offer its customers the MediaFirst next generation Internet protocol television (IPTV) platform in Canada. Cogeco Connexion is taking its customers into the future with the introduction of MediaKind's state-of-the-art solution, enhancing their experience with highly customizable video content, wireless receivers, voice activated controls, and access to Android Google Mobile Services for a complete video offering. This evolution toward IPTV will further enhance Cogeco Connexion's TV platform offering, demonstrating the Company's ability to truly listen to and adapt its services to changing market dynamics and customers' needs.

"At Cogeco Connexion, we always make our customers' needs central to our priorities and decision-making process," stated Ken Smithard, President of Cogeco Connexion. "Trends in TV viewing clearly show that operators must always innovate in order to offer a rich and customized customer experience. After careful consideration, we are confident that the MediaFirst IPTV platform is the best vehicle to fulfill our promise to Canadian viewers by offering a cutting-edge technology with personalization features and greater ease of use for the kind of viewing experience our customers want and deserve."

"Once integrated, Cogeco Connexion's new MediaFirst Video Experience will be entirely IPTV-based, voice activated, and will rely entirely on a media-optimized cloud-based TV platform," explained Michel Blais, Vice President, Engineering and Operations, Cogeco Connexion. "We expect to make the service available to customers throughout our footprint by mid-year 2019 and it will then become the standard video experience offered to new customers."

Customers currently enjoying our existing video services, including the advanced TiVo solution, will continue to be offered their current services in the future as MediaFirst will coexist with these video platforms.

"This announcement is great news for Cogeco Connexion and its customers. The introduction of an IPTV solution allows for a transition to a more efficient all-Internet protocol video delivery solution providing Cogeco Connexion with access to a broader video equipment ecosystem," added Luc Noiseux, Senior Vice President and Chief Technology and Strategy Officer, Cogeco Communications Inc.

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 Internet, video 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 11 states along the East Coast, from Maine to Florida. 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).

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