COGECO COMMUNICATIONS

News release

For immediate release

Cogeco Connexion's Innovative Tools Have Ever-Increasing Popularity with Customers During the COVID-19 Pandemic

MONTREAL, March 31, 2020 /CNW Telbec/ - Cogeco Connexion, a subsidiary of Cogeco Communications Inc. (TSX: CCA), is pleased to see that its Self-Install Kits for Internet and TV services are gaining popularity during COVID-19.

A large number of customers have already used the Self-Install Kit for their services and Cogeco encourages other customers to follow this example. This approach is recommended in the context of the current pandemic in order to ensure the safety of all. The Self-Install Kit contains all the equipment and instructions necessary for self-installation of new products or services. Whether for a new or an existing customer, self-installation is accessible and easy to use.

"Although the context is particular, it is extraordinary to see how creative our Cogeco employees have been and how we were able to quickly adapt to the situation since we already had several tools available to promote self-installation. This alternative is very popular with our customers and we have been working to encourage it for a long time," says Michel Blais, Vice-President, Networks, Operations and Technology Delivery, at Cogeco Connexion.

Cogeco would like to reiterate that in the current context, and in order to protect its employees and its customers, technicians are only allowed to travel to a customer's home for work outside the house, to re-establish a customer's connection or configure a new one. If self-installation is necessary, the equipment required to complete it will be directly delivered to the customer's home. Additionally, content such as videos and guides are already available on cogeco.ca to support customers at every stage. Technical support employees are also available to guide customers by phone or video conference.

In addition, cybersecurity remains a major issue, particularly in the context of COVID-19. Cogeco offers useful advice on the COVID-19 page on cogeco.ca and through each client's My Account sessions to remind them of the importance of remaining cautious during any online activity or when playing games.

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. Cogeco Communications Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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