PRESS RELEASE
For immediate release

Cogeco Cable acquires Montreal's MTO Telecom

Montréal, Canada – August 31, 2011 – Cogeco Cable Inc. (TSX: CCA) announced today the acquisition of MTO Telecom. MTO Telecom, the largest private telecommunications provider in the Greater Montréal Area and the Province of Québec, will be integrated with Cogeco Data Services (CDS), Cogeco Cable's business communications subsidiary.

With over 1500 kilometres of fibre, MTO Telecom covers the island of Montréal and serves carrier, enterprise and public sector customers. Offering high-performance Ethernet broadband connectivity services and one of the densest and deepest fibre footprints in the Greater Montréal Area, MTO Telecom has built out one of the most advanced IP networks in Canada.

"MTO Telecom is a prominent player in the business communications market in Montréal and is well positioned to contribute positively to our organization. Combined with the recent acquisition of Quiettouch Inc., this transaction provides CDS with a unique opportunity to expand its footprint and offer its large business customers a broader network and range of services," said Louis Audet, President and CEO, Cogeco Cable.

"The combination of Cogeco Data Services and MTO Telecom brings together network infrastructure that enables Cogeco Data Services to expand its reach particularly in Montréal, adding to its already extensive network spanning Ontario and Quebec. Combined with the recently acquired Quiettouch, the acquisition of MTO will provide Cogeco Data's customers with access to an extended network and a broader range of services, including high-bandwidth network infrastructure, managed connectivity and voice services, data centre facilities, colocation and managed IT services," said Tony Ciciretto, President, Cogeco Data Services. "As we integrate our teams, businesses and services together in the next months, customer service will, as always, remain our main priority."

"Both Cogeco Cable and Cogeco Data Services have an excellent reputation in the telecommunications industry. This is a great opportunity for both our employees and customers and we look forward to working together," said Phillip Gale, President, MTO Telecom.

ABOUT COGECO CABLE

Cogeco Cable (cogeco.ca) is the second largest cable operator in Ontario, Québec and Portugal, in terms of the number of Basic Cable service customers served. Through its two-way broadband cable networks, Cogeco Cable provides its residential customers with Audio, Analogue and Digital Television, as well as HSI and Telephony services. Cogeco Cable also provides its business customers with data networking, e-business applications, video conferencing, web hosting, Ethernet, private line, VoIP, HSI, data storage and security, and co-location services and other advanced communication solutions. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

ABOUT COGECO DATA SERVICES

With its suite of Business Communication Solutions (Data Centre and Managed IT Services, Managed Voice and Connectivity Services), Cogeco Data Services supplies its customers with the fast, reliable and secure ability to access, manage, move and store large amounts of data worldwide. The Company's wholly-owned, all optical, redundant network and secure, 'always on', data centres provide some of Canada's largest companies and public sector organizations with near limitless bandwidth and secure facilities for hosting and storing mission critical data.

For more information about Cogeco Data Services, a wholly-owned subsidiary of Cogeco Cable Inc., visit cogecodata.com.

ABOUT MTO TELECOM

MTO Telecom deploys and manages fibre-optic networks in Quebec and connections for North American clients who need different types of connectivity, such as Optical Ethernet. With services available in commercial and industrial areas throughout Quebec and Ontario. The Company deploys technical solutions to help organizations grow their businesses, manage facilities and increase the security of their networks.

For more information about MTO Telecom visit mtotelecom.com.

NOTE REGARDING FORWARD-LOOKING STATEMENTS

Certain statements contained or incorporated by reference in this press release may constitute forward-looking information within the meaning of securities laws. Forward-looking information may relate to Cogeco Cable's future outlook and anticipated events, business, operations, financial performance, financial condition or results and, in some cases, can be identified by terminology such as "may", "will", "should", "expect", "plan", "anticipate", "believe", "intend", "estimate", "predict", "potential", "continue", "foresee", "ensure" or other similar expressions concerning matters that are not historical facts. In particular, statements regarding Cogeco Cable's future operating results and economic performance and its objectives and strategies are forward-looking statements. These statements are based on certain factors and assumptions including expected growth, results of operations, performance and business prospects and opportunities which Cogeco Cable believes are reasonable as of the current date. While management considers these assumptions to be reasonable based on information currently available to Cogeco Cable, they may prove to be incorrect. Cogeco Cable cautions the reader that the economic downturn experienced over the past two years make forward-looking information and the underlying assumptions subject to greater uncertainty and that, consequently, they may not materialize, or the results may significantly differ from Cogeco Cable's expectations. It is impossible for Cogeco Cable to predict with certainty the impact that this economic environment may have on future results. Forward-looking information is also subject to certain factors, including risks and uncertainties, that could cause actual results to differ materially from what Cogeco Cable currently expects. These factors include technological changes, changes in market and competition, governmental or regulatory developments, general economic conditions, the development of new products and services, the enhancement of existing products and services, and the introduction of competing products having technological or other advantages, many of which are beyond Cogeco Cable's control. Therefore, future events and results may vary significantly from what management currently foresees. For more exhaustive information on these risks and uncertainties, prospective purchasers should refer to the risk factors described in the

management's discussion and analysis of Cogeco Cable for the year ended August 31, 2010. Prospective purchasers should not place undue importance on forward-looking information and should not rely upon this information as of any other date. While management may elect to, Cogeco Cable is under no obligation and does not undertake to, update or alter this information at any particular time, except as may be required by law.

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