PRESS RELEASE
For immediate release

Cogeco Cable completes the acquisition of Quiettouch Inc.

Montréal, Canada – August 2, 2011 – Cogeco Cable Inc. (TSX: CCA) announced today it has completed the acquisition of Quiettouch Inc. ("Quiettouch"), announced on June 27, 2011. Quiettouch is a 27-year-old leading independent provider of outsourced managed IT and infrastructure services to mid-market and larger enterprises in Canada.

Quiettouch will be integrated with Cogeco Data Services and complement CDS' integrated data centre, network and voice services offering. Together, they offer a wide array of services and capabilities designed to better serve the needs of today's business market, including network infrastructure, managed connectivity and voice services, data centre facilities and managed IT services.

"The completion of this acquisition strengthens our position in the business market segment. Quiettouch is very well positioned in the managed IT and infrastructure services market and provides tremendous growth potential in the foreseeable future," said Louis Audet, President and CEO, Cogeco Cable. "It represents a unique opportunity to add value for the customers of our business communications subsidiary Cogeco Data Services."

"This acquisition will enable Cogeco Data Services to better serve the medium and large business market. It's an ideal fusion of Cogeco Data Services' expertise in managed network services, data centre management and customer service, and Quiettouch's capabilities in managed IT and cloud services," said Tony Ciciretto, President, Cogeco Data Services. "Over the next few months, we'll be working to carefully integrate our activities, services and teams. As we bring our people, businesses and services together, customers will remain the priority."

"We feel that this transaction creates a great opportunity for employees and customers of both Cogeco Data Services and Quiettouch. We look forward to working together," said Dave Templeton, President, Quiettouch.

Quiettouch offers a full suite of differentiated services that allow customers to outsource their mission-critical IT infrastructure and application requirements, including managed infrastructure and hosting, virtualization, firewall services, data backup with end-to-end monitoring and reporting, and enhanced and traditional colocation services. Quiettouch operates data centres in Toronto and Vancouver, as well as a fibre network within key business areas of downtown Toronto.

ABOUT COGECO CABLE
Cogeco Cable (www.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 Storage Services, 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', tier 3 quality data centre 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 QUIETTOUCH

Quiettouch (quiettouch.com) is a leading service provider of fully managed and integrated information technology operations; Managed Services, Data Centre Services, Network and Fibre Services, and Strategic Outsourcing that has been designed for mission critical business applications. The Company is focused on its customers' business requirements and needs, no matter how big or small. Quiettouch's IT expertise, combined with an in-depth knowledge of today's business environment has placed the Company at the forefront of the technology services marketplace. Quiettouch combines its business intelligence with state-of-the-art technology and services to provide its customers with integrated, customized, single-source IT business solutions.

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.

- 30 -

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