PRESS RELEASE
For immediate release

Cogeco Cable increases its quarterly dividend to $0.25 per share

Montréal, Canada. — October 26, 2011 — Cogeco Cable Inc. (TSX: CCA) ("Cogeco Cable" or "the Corporation") announced today that its Board of Directors has declared a quarterly eligible dividend of $0.25 per share for subordinate and multiple voting shares, representing an increase of $0.05, or 25%, when compared to the quarterly dividend of $0.20 per share paid last quarter. The dividend will be payable on November 23, 2011, to shareholders of record on November 9, 2011.

The declaration, amount and date of any future dividend will continue to be considered and approved by the Board of Directors of the Corporation based upon the Corporation's financial condition, results of operations, capital requirements and such other factors as the Board of Directors, at its sole discretion, deems relevant. There is therefore no assurance that dividends will be declared, and if declared, their amount and frequency may vary.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) is a telecommunications company and is the second largest hybrid fibre coaxial cable operator in Ontario, Québec and Portugal. 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 to its commercial customers, through its subsidiary Cogeco Data Services, data networking, e-business applications, video conferencing, hosting services, Ethernet, private line, VoIP, HSI access, data storage, data security, co-location services, managed IT services, cloud services and other advanced communication solutions. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

- 30 -

Information: René Guimond
Vice President, Public Affairs and Communications
Tel.: (514) 764-4746