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Cogeco Peer 1 Expands Into The Mexican Market (disponible en anglais seulement)

(Originally published in Spanish)

Cogeco Peer 1 expands into the Mexican market

- **Company seeks to become a key strategic business partner to country firms**
- **Data transport, colocation, cloud and managed services, as well as dedicated hosting, will be some of the solution offerings in Mexico**

Mexico City – Nov. 17, 2015 – Cogeco Peer 1, a global provider of essential business-to-business technology products and services such as data transport, colocation, dedicated hosting and cloud and managed services, announced that, as part of its expansion and evolution plan, it is expanding into Mexico to offer its high-value IT services and innovation to firms in the country.

This Toronto-based Canadian company has more than 16 years of experience working in the United States, Canada and Europe. It has offices serving the Latin American market in San Antonio, Texas, and Miami, Florida, in addition to 21 data centers worldwide, an extensive global FastFiber Network™ and more than 50 points-of-presence in North America and Europe combined.

"Our main objective is to become into a key strategic partner to Mexican companies in order to free them from IT-related complications and operational issues, allowing them to focus on their core business and achieve extraordinary results," said José Santos, Cogeco Peer 1 Director for Latin America.

"We can host critical company data at our cutting-edge datacenters, migrate to a custom cloud solution, or backup systems to maintain them in case of setbacks," added Santos. "These are just some of the solutions we are pleased to offer to this new market."

One of Cogeco Peer 1's main strengths is its worldwide infrastructure, which adapts to provide local services according to each client's specific needs. This is how the firm can expand its services to Mexico so quickly, though the company has announced it will also soon open facilities in the country to reinforce its operations there.

Cogeco Peer 1's high-level customer service is reflected in its First Call promise, which promises that a single call is more than enough to escalate the request and begin a rigorous process ending in a helpful and valuable response. This is just one of the ways Cogeco Peer 1 differentiates itself from its competitors.

Data security is a critical topic for the company. Ensuring client information is secure is vital, and so Cogeco Peer 1 constantly seeks to strengthen its security technology and draw upon its staff's broad expertise.

The company offers four concrete benefits;

1. **Experienced Personnel.**
2. **A Technical Account Manager (TAM) specializing in complex hosting solutions, available** whenever required.
3. **The highest standards for its solutions.** Constant evaluation and measurement to satisfy all client needs
4. **Efficient processes to face any situation.** Through its SmartKey™ technology, Cogeco Peer 1 can directly

access client servers, using extremely solid safety measures to protect information to give its clients peace of mind at all times.

Cogeco Peer 1 has a number of certifications endorsing it as a reliable and experienced partner, including SSAE 16 Certificate Type II, CSAE 3416 Certificate, PCI DSS Compliant Certificate, Safe Harbor® Certificate, The Green Grid Member, Certificated Microsoft® Gold Partner, Red Hat® Advanced Hosting Partner Certificate and Magento® Gold Partner.

This is one way Cogeco Peer 1 proves its commitment to becoming a key strategic partner to its Mexican clients. It delivers and offers the best solutions in the market, seeking to integrate and become a key part of its clients' companies. These facts and the differentiating elements it offers in all its lines of services set it apart from competitors in Mexico and around the world.

About Cogeco Peer 1

Cogeco Peer 1 is a wholly-owned subsidiary of Cogeco Cable Inc. (TSX: CCA). The company is a global provider of essential business-to-business products and services, such as data transport, colocation, cloud and managed services, and dedicated hosting, that allow customers across Canada, the United States, Mexico and Western Europe to focus on their core business. With 21 data centres, extensive FastFiber Network™ and more than 50 points-of-presence in North America and Europe combined, they are a trusted partner to businesses small, medium and large, providing the ability to access, move, manage and store mission-critical data worldwide, backed by superior customer support.

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