PRESS RELEASE
For immediate release

Cogeco Cable surpasses most performance guidelines for fiscal 2010

Montréal, October 28, 2010 – Today, Cogeco Cable Inc. (TSX: CCA) ("Cogeco Cable" or the "Corporation") announced its financial results for the fourth quarter and fiscal year ended August 31, 2010.

For the fourth quarter and fiscal 2010:

- Fiscal 2010 fourth-quarter consolidated revenue improved by $16.5 million, or 5.4% to reach $324.3 million, when compared to the prior year. For the 2010 fiscal year, consolidated revenue grew by $63.5 million, or 5.2% to reach $1,281.4 million;

- Fiscal 2010 fourth-quarter operating income before amortization[(1)] decreased by $5.7 million, or 4%, to reach $138.2 million, as a result of the favourable impact on operating costs, in fiscal 2009, of $19.8 million from the settlement of the Part II licence fees payable to the Canadian Radio-television and Telecommunications Commission ("CRTC") for the 2007 to 2009 fiscal years (the "Part II licence fee favourable settlement agreement"). For fiscal 2010, consolidated operating income before amortization grew by $2.2 million, or 0.4% to reach $510.1 million;

- Consolidated operating margin[(1)] decreased to 42.6% for the quarter compared to 46.7%[(2)] for the corresponding period of the prior year, and decreased to 39.8% during fiscal 2010 compared to 41.7%[(2)] the year before;

- Fourth-quarter 2010 consolidated net income amounted to $39.7 million compared to $44.7 million for the corresponding period of the prior year. Excluding the favourable impacts from the reduction of withholding and stamp tax contingent liabilities in the amount of $5.2 million in Europe and from the $13.4 million, net of related income taxes, with respect to the Part II licence fee favourable settlement agreement in Canada, fiscal 2009 fourth-quarter adjusted net income[(1)] would have amounted to $26.1 million. Net income in the fourth quarter of fiscal 2010 represents an increase of $13.5 million, or 51.8% when compared to adjusted net income for the prior year;

- Consolidated net income amounted to $157.3 million for fiscal 2010 compared to a net loss of $258.2 million in the prior year. Fiscal 2010 net income includes a favourable income tax adjustment of $29.8 million related to the reduction of Ontario provincial corporate income tax rates for the Canadian operations. Fiscal 2009 net loss included an impairment loss of $383.6 million related to Cabovisão – Televisão por Cabo, S.A. ("Cabovisão"), net of related income taxes, and the favourable impacts from the reduction of withholding and stamp tax contingent liabilities in the amount of $16.1 million in Europe and of $13.4 million, net of related income taxes, from the Part II licence fee favourable settlement agreement in Canada, as well as an unfavourable impact of $6.1 million from the utilization of Cabovisão's pre-acquisition tax losses. Excluding the above adjustments for both fiscal years, fiscal 2010 adjusted net income would have amounted to $127.5 million compared to $102 million, representing an increase of $25.5 million, or 25%;

- Free cash flow[(1)] reached $19.2 million for the quarter, representing an increase of 30.3% over the prior year. The increase in free cash flow is the result of an increase in cash flow from operations[(1)] outpacing the increase in capital expenditures. Free cash flow stands at $175.1 million for fiscal 2010, a significant increase of $79.7 million, or 83.6% over fiscal 2009;

- Revenue-Generating Units ("RGU")[(1)] grew by 64,303 net additions in the quarter and 287,111 net additions in the fiscal year, for a total of 3,179,349 RGU at August 31, 2010.

---

(1) The indicated terms do not have standard definitions prescribed by Canadian Generally Accepted Accounting Principles ("GAAP") and therefore, may not be comparable to similar measures presented by other companies. For more details, please consult the "Non-GAAP financial measures" section of the Results overview.

(2) Includes the favourable impact from the Part II licence fee settlement agreement of $19.8 million.

"Despite the slow stabilization of the global economic environment in fiscal 2010, Cogeco Cable managed to achieve strong results, surpassing nearly all of our key performance indicators, notably RGU growth, with more than 287,000 additions in Canada and Portugal. In Canada, we focused on improving our service offering with new packages, faster speeds, expanded TV offering and technological deployments such as DOCSIS 3.0. In our European operations, Cabovisão has managed to add 96,000 RGU, thanks to the acquisition and retention strategies implemented in the second half of fiscal 2009. Cogeco Data Services Inc., our subsidiary serving large businesses, continues to gather strength and contribute positively to our Corporation's results. For fiscal 2011, we anticipate continued growth in most of our performance indicators, including improved financial results at Cabovisão, mainly due to effective marketing strategies, outstanding customer service and continued improvement of our product offering", declared Louis Audet, President and CEO of Cogeco Cable.

Fiscal 2011 Financial Guidelines

For fiscal 2011, Cogeco Cable maintains its preliminary projections issued on July 7, 2010. The Corporation expects to achieve revenue of $1,340 million, representing growth of $59 million, or 4.6% when compared to fiscal 2010 results. Operating income before amortization should amount to $530 million, an increase of $20 million, or 3.9%, when compared to 2010 actuals. Capital expenditures and the increase in deferred charges should increase by $20 million, reaching $340 million for the 2011 fiscal year. Fiscal 2011 free cash flow is expected to decline to $55 million. The decrease of approximately $120 million, when compared to the results for the 2010 fiscal year, is primarily due to the projected fiscal 2011 income tax payments of approximately $65 million compared to the fiscal 2010 income tax recoveries of $41 million as a result of modifications to the corporate structure and to the increase of approximately $20 million in capital expenditures. The $106 million variation in cash income taxes year over year combined with the increase in capital expenditures will be partly offset by the growth in operating income before amortization. Please consult the "Fiscal 2011 financial guidelines" section of the Corporation's 2010 Annual Report for further details.

(1) Represents the sum of Basic Cable, High Speed Internet ("HSI"), Digital Television and Telephony service customers.

FINANCIAL HIGHLIGHTS

($000, except percentages, RGU growth and per share data)	Quarters ended August 31, 2010 $	2009[1] $	Change %	Years ended August 31, 2010 $	2009[1] $	Change %
	(unaudited)	(unaudited)		(audited)	(audited)	
Operations						
Revenue	324,323	307,807	5.4	1,281,376	1,217,837	5.2
Operating income before amortization[2]	138,177	143,892	(4.0)	510,096	507,876	0.4
Operating margin[2]	42.6%	46.7%	–	39.8%	41.7%	–
Operating income	74,481	75,624	(1.5)	251,225	251,799	(0.2)
Impairment of goodwill and intangible assets	–	–	–	–	399,648	–
Net income (loss)	39,663	44,698	(11.3)	157,303	(258,228)	–
Adjusted net income[2]	39,663	26,123	51.8	127,521	102,039	25.0
Cash Flow						
Cash flow from operating activities	194,414	175,450	10.8	417,284	415,169	0.5
Cash flow from operations[2]	127,024	108,631	16.9	494,814	384,206	28.8
Capital expenditures and increase in deferred charges	107,799	93,872	14.8	319,682	288,794	10.7
Free cash flow[2]	19,225	14,759	30.3	175,132	95,412	83.6
Financial Condition						
Total assets	–	–	–	2,702,819	2,630,912	2.7
Indebtedness[3]	–	–	–	958,939	1,054,506	(9.1)
Shareholders' equity	–	–	–	1,136,301	1,007,384	12.8
RGU growth	64,303	48,170	33.5	287,111	175,364	63.7
Per Share Data[4]						
Earnings (loss) per share						
Basic	0.82	0.92	(10.9)	3.24	(5.32)	–
Diluted	0.81	0.92	(12.0)	3.23	(5.32)	–
Adjusted earnings per share[2]						
Basic	0.82	0.54	51.9	2.63	2.10	25.2
Diluted	0.81	0.54	50.0	2.62	2.10	24.8

(1) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the Canadian Institute of Chartered Accountants ("CICA") Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual report for more details.

(2) The indicated terms do not have standardized definitions prescribed by Canadian GAAP and therefore, may not be comparable to similar measures presented by other companies. For more details, please consult the "Non-GAAP financial measures" section of the Results overview.

(3) Indebtedness is defined as the total of bank indebtedness, principal on long-term debt and obligations under derivative financial instruments.

(4) Per multiple and subordinate voting shares.

FORWARD-LOOKING STATEMENTS

Certain statements 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 the Corporation'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 the Corporation, they may prove to be incorrect. The Corporation 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 the Corporation's expectations. It is impossible for Cogeco Cable to predict with certainty the impact that this current economic environment may have on future results. Forward-looking information is also subject to certain factors, including risks and uncertainties (described in the "Uncertainties and main risk factors" section of the Corporation's 2010 annual Management's Discussion and Analysis (MD&A)) 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 the Corporation's control. Therefore, future events and results may vary significantly from what management currently foresee. The reader 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, the Corporation is under no obligation (and expressly disclaims any such obligation), and does not undertake to update or alter this information before the next quarter, except as required by Law.

This press release should be read in conjunction with the Corporation's consolidated financial statements, and the notes thereto, prepared in accordance with Canadian GAAP and the MD&A included in the Corporation's 2010 Annual Report. Throughout this discussion, all amounts are in Canadian dollars unless otherwise indicated.

RESULTS OVERVIEW

This analysis should be read in conjunction with the Corporation's 2010 Annual Report available on SEDAR at *www.sedar.com*. Please refer to the Corporation's 2010 Annual Report for more details on annual results.

CANADIAN OPERATIONS

CUSTOMER STATISTICS

		Net additions (losses)				% of Penetration[1]	
		Quarters ended August 31,		Years ended August 31,		August 31,	
	August 31, 2010	2010	2009	2010	2009	2010	2009
RGU	2,350,577	43,707	27,740	190,714	167,955		
Basic Cable service customers	874,505	433	(924)	9,700	7,711		
HSI service customers[2]	559,057	8,904	5,619	44,005	41,585	66.2	62.0
Digital Television service customers	559,418	17,472	9,674	61,020	56,652	64.8	58.5
Telephony service customers[3]	357,597	16,898	13,371	75,989	62,007	44.4	36.1

(1) As a percentage of Basic Cable service customers in areas served.

(2) Customers subscribing to the High Speed Internet ("HSI") service without the Basic Cable service totalled 101,762 as at August 31, 2010 compared to 78,056 as at August 31, 2009.

(3) Customers subscribing to the Telephony service without the Basic Cable service totalled 39,804 as at August 31, 2010 compared to 24,698 as at August 31, 2009.

In Canada, fiscal 2010 fourth-quarter RGU net additions was higher than in the comparable period of the prior year, and the Canadian operations continue to generate RGU growth despite early signs of maturation of some of its services. The net customer additions for Basic Cable service customers stood at 433 for the quarter, compared to a net customer loss of 924 in the fourth quarter of the prior year. In the quarter, Telephony service customers grew by 16,898 compared to 13,371 for the same period last year, and the number of net additions to the HSI service stood at 8,904 customers for the quarter, compared to 5,619 customers for the same period last year. HSI and Telephony net additions continue to stem from the enhancement of the product offering, the impact of the bundled offer (Cogeco Complete Connection) of Television, HSI and Telephony services, and promotional activities. The Digital Television service net additions stood at 17,472 customers compared to 9,674 customers for the three month period of the prior year. Digital Television service net additions are due to targeted marketing initiatives to improve penetration and to the continuing interest for High Definition ("HD") television service.

OPERATING RESULTS

	Quarters ended August 31,			Years ended August 31,		
	2010	2009[1]	Change	2010	2009[1]	Change
($000, except percentages)	$	$	%	$	$	%
	(unaudited)	(unaudited)		(audited)	(audited)	
Revenue	282,155	255,590	10.4	1,093,620	984,745	11.1
Operating costs	152,034	122,206	24.4	607,072	531,920	14.1
Management fees – COGECO Inc.	–	–	–	9,019	9,019	–
Operating income before amortization[2]	130,121	133,384	(2.4)	477,529	443,806	7.6
Operating margin[2]	46.1%	52.2%		43.7%	45.1%	

(1) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the CICA Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual report for more details.

(2) The indicated terms do not have standardized definitions prescribed by Canadian GAAP and therefore, may not be comparable to similar measures presented by other companies. For more details, please consult the "Non-GAAP financial measures" section.

Driven by increased RGU, the introduction of HSI usage billing, various rate increases implemented at the end of fiscal 2009 and in fiscal 2010, and the revenue related to the new levy amounting to 1.5% of gross Cable Television service revenue imposed by the CRTC in order to finance the new Local Programming Improvement Fund ("LPIF"), fourth-quarter Canadian operations revenue went up by $26.6 million, or 10.4% to reach $282.2 million. For the fourth quarter of fiscal 2010, operating costs increased by $29.8 million at $152 million, an increase of 24.4% compared to the prior year. Operating costs have increased mainly as a result of servicing additional RGU, the launch of new HD channels, additional

marketing initiatives and the new levy amounting to 1.5% of gross Cable Television service revenue imposed by the CRTC in order to finance the LPIF. Fiscal 2009 also included the impact of $19.8 million from the Part II licence fee favourable settlement agreement. Fiscal 2010 fourth-quarter operating income before amortization decreased by $3.3 million, or 2.4%, to reach $130.1 million, as a result of the increase in operating costs exceeding the growth in revenue. Fiscal 2009 operating income before amortization included the $19.8 million favourable impact from the 2009 Part II licence fee favourable settlement agreement. The operating margin in Canada decreased to 46.1% from 52.2%. Notwithstanding the Part II licence fee favourable settlement agreement, the operating margin increased year over year as a result of the introduction of HSI usage billing and various rate increases implemented at the end of fiscal 2009 and in fiscal 2010, partly offset by the launch of new services which generate lower margins, the migration of customers from Analogue to Digital Television services and the revenue from the new LPIF which does not generate operating income before amortization.

EUROPEAN OPERATIONS

CUSTOMER STATISTICS

		Net additions (losses)				% of Penetration[1]	
		Quarters ended August 31,		Years ended August 31,		August 31,	
	August 31, 2010	2010	2009	2010	2009	2010	2009
RGU	828,772	20,596	20,430	96,397	7,409		
Basic Cable service customers	260,267	1,591	(5,318)	787	(36,655)		
HSI service customers[2]	163,187	2,778	1,430	19,573	(15,687)	62.7	55.3
Digital Television service customers	159,852	12,017	23,456	57,099	78,301	61.4	39.6
Telephony service customers[3]	245,466	4,210	862	18,938	(18,550)	94.3	87.3

(1) As a percentage of Basic Cable service customers in areas served.
(2) Customers subscribing to the HSI service without the Basic Cable service totalled 6,921 as at August 31, 2010 compared to 7,554 as at August 31, 2009.
(3) Customers subscribing to the Telephony service without the Basic Cable service totalled 8,006 as at August 31, 2010 compared to 8,160 as at August 31, 2009.

In Europe, fourth-quarter fiscal 2010 net additions show a return to customer growth for the Corporation's European operations, and the Basic Cable service customer base has begun to stabilize and reflect the benefits of Cabovisão's customer retention and acquisition strategies launched at the end of the 2009 fiscal year in order to reduce the customer attrition brought on by the difficult competitive landscape in Portugal and the economic environment in Europe throughout the previous fiscal year. In the fourth quarter of fiscal 2010, the number of Basic Cable service customers grew by 1,591 customers compared to a loss of 5,318 customers in the comparable period of the prior year. HSI service customers increased by 2,778 customers for the quarter, compared to 1,430 customers in the fourth quarter of fiscal 2009. The number of Digital Television service customers grew by 12,017 customers in the fourth quarter ended August 31, 2010, compared to 23,456 customers in the comparable period of the previous fiscal year mainly due to the extensive Digital roll-out period during fiscal 2009. The Telephony service customers gained 4,210 customers in the fourth quarter of fiscal 2010, compared to 862 customers for the comparable period of the preceding year.

OPERATING RESULTS

	Quarters ended August 31,			Years ended August 31,		
	2010	2009[1]	Change	2010	2009[1]	Change
($000, except percentages)	$	$	%	$	$	%
	(unaudited)	(unaudited)		(audited)	(audited)	
Revenue	42,168	52,217	(19.2)	187,756	233,092	(19.4)
Operating costs	34,112	41,709	(18.2)	155,189	169,022	(8.2)
Operating income before amortization	8,056	10,508	(23.3)	32,567	64,070	(49.2)
Operating margin	19.1%	20.1%		17.3%	27.5%	

(1) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the CICA Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual Report for more details.

Fiscal 2010 fourth-quarter European operations revenue decreased by $10 million, or 19.2%, at $42.2 million as a result of a lower average number of Basic Cable service customer throughout fiscal 2010 compared to fiscal 2009 despite RGU growth, the impact of retention strategies implemented in the second half of fiscal 2009 in order to curtail customer

attrition, and the decline of the Euro in relation to the Canadian dollar. The average exchange rate prevailing during the fourth quarter of fiscal 2010 used to convert the operating results of the European operations was $1.3154 per Euro compared to $1.5701 per Euro for the comparable period of fiscal 2009. Revenue from the European operations in the local currency for the fourth quarter amounted to €32.1 million, a decrease of €1.2 million, or 3.6% when compared to the prior year. For the fourth quarter of fiscal 2010, operating costs decreased by $7.6 million, or 18.2%, and were favourably affected by the decline of the value of the Euro over the Canadian dollar, which surpassed increases in operating costs related to additional marketing initiatives and the launch of new channels, net of the impact of cost reduction initiatives implemented by Cabovisão in the European operations. The European operating margin decreased to 19.1% from 20.1%.

CASH FLOW ANALYSIS

	Quarters ended August 31,		Years ended August 31,	
($000)	2010 $	2009[1] $	2010 $	2009[1] $
	(unaudited)	(unaudited)	(audited)	(audited)
Operating activities				
Cash flow from operations[2]	127,024	108,631	494,814	384,206
Changes in non-cash operating items	67,390	66,819	(77,530)	30,963
	194,414	175,450	417,284	415,169
Investing activities[3]	(107,776)	(91,399)	(319,373)	(283,742)
Financing activities[3]	(65,204)	(87,651)	(100,183)	(128,348)
Effect of exchange rate changes on cash and cash equivalents denominated in a foreign currency	402	546	(1,344)	8
Net change in cash and cash equivalents	21,836	(3,054)	(3,616)	3,087
Cash and cash equivalents, beginning of period	14,006	42,512	39,458	36,371
Cash and cash equivalents, end of period	35,842	39,458	35,842	39,458

(1) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the CICA Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual Report for more details.

(2) The indicated terms do not have standardized definitions prescribed by Canadian GAAP and therefore, may not be comparable to similar measures presented by other companies. For more details, please consult the "Non-GAAP financial measures" section.

(3) Excludes assets acquired under capital leases.

During the fourth quarter of 2010, cash flow from operations reached $127 million, 16.9% higher than the comparable period last year, primarily due to the reduction in income tax payments stemming from modifications to the corporate structure. Changes in non-cash operating items generated cash inflows of $67.4 million, mainly as a result of an increase in accounts payable and accrued liabilities. In the fourth quarter of the prior year, cash inflows of $66.8 million mainly stemmed from increases in accounts payable and accrued liabilities which were partly offset by the Part II licence fee favourable settlement agreement, an increase in income tax liabilities and a decrease in income taxes receivable.

Investing activities in the fourth quarter of 2010 amounted to $107.8 million compared to $91.4 million for the same period the year before. The increase of $16.4 million, or 17.9% is primarily due to an increase in customer premise equipment spending required to support RGU growth partly offset by depreciation of the Euro over the Canadian dollar.

In the fourth quarter of 2010, Cogeco Cable generated free cash flow(of $19.2 million compared to $14.8 million in the prior year. The increase in free cash flow is the result of an increase in cash flow from operations outpacing the increase in capital expenditures.

In the fourth quarter of 2010, Indebtedness affecting cash decreased by $53.4 million mainly due to the inflows generated by changes in non-cash operating items of $67.4 million and the free cash flow of $19.2 million, partly offset by the increase in cash and cash equivalents of $21.8 million and the payment of dividends totalling $6.8 million described below and an increase in deferred transaction costs of $5.2 million. Indebtedness reduced mainly through a decrease of $44.7 million in bank indebtedness and net repayments on the Corporation's term and revolving loans of $7.6 million. During the fourth quarter of 2009, Indebtedness affecting cash decreased by $81.8 million mainly due to the increase in non-cash operating items of $66.8 million, the free cash flows of $14.8 million and the decrease in cash and cash

equivalents of $3.1 million, net of the dividend payment of $5.8 million described below. Indebtedness mainly decreased through the net repayments on the Corporation's term and revolving loans of $175.4 million, the repayment of $150 million Senior Secured Debentures Series 1 at maturity on June 4, 2009, and by a decrease of $52.2 million in bank indebtedness, partly offset by the issuance on June 9, 2009 of Senior Secured Debentures Series 1 for $300 million maturing June 9, 2014.

During the fourth quarter of fiscal 2010, a dividend of $0.14 per share was paid to the holders of subordinate and multiple voting shares, totalling $6.8 million, compared to a dividend of $0.12 per share, or $5.8 million the year before.

NON-GAAP FINANCIAL MEASURES

This section describes non-GAAP financial measures used by Cogeco Cable throughout this Press release. It also provides reconciliations between these non-GAAP measures and the most comparable GAAP financial measures. These financial measures do not have standard definitions prescribed by Canadian GAAP and therefore, may not be comparable to similar measures presented by other companies. These measures include "cash flow from operations", "free cash flow", "operating income before amortization", "operating margin", "adjusted net income" and "adjusted earnings per share".

Cash flow from operations and free cash flow

Cash flow from operations is used by Cogeco Cable's management and investors to evaluate cash flows generated by operating activities, excluding the impact of changes in non-cash operating items. This allows the Corporation to isolate the cash flow from operating activities from the impact of cash management decisions. Cash flow from operations is subsequently used in calculating the non-GAAP measure, "free cash flow". Free cash flow is used by Cogeco Cable's management and investors to measure its ability to repay debt, distribute capital to its shareholders and finance its growth.

The most comparable Canadian GAAP financial measure is cash flow from operating activities. Cash flow from operations is calculated as follows:

	Quarters ended August 31,		Years ended August 31,	
($000)	2010 $	2009[1] $	2010 $	2009[1] $
	(unaudited)	(unaudited)	(audited)	(audited)
Cash flow from operating activities	194,414	175,450	417,284	415,169
Changes in non-cash operating items	(67,390)	(66,819)	77,530	(30,963)
Cash flow from operations	127,024	108,631	494,814	384,206

(1) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the CICA Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual Report for more details.

Free cash flow is calculated as follows:

	Quarters ended August 31,		Years ended August 31,	
($000)	2010 $	2009[1] $	2010 $	2009[1] $
	(unaudited)	(unaudited)	(audited)	(audited)
Cash flow from operations	127,024	108,631	494,814	384,206
Acquisition of fixed assets	(105,219)	(89,069)	(308,908)	(273,360)
Increase in deferred charges	(2,580)	(2,462)	(10,633)	(10,773)
Assets acquired under capital leases	–	(2,341)	(141)	(4,661)
Free cash flow	19,225	14,759	175,132	95,412

(1) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the CICA Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual Report for more details.

Operating income before amortization and operating margin

Operating income before amortization is used by Cogeco Cable's management and investors to assess the Corporation's ability to seize growth opportunities in a cost effective manner, to finance its ongoing operations and to service its debt. Operating income before amortization is a proxy for cash flow from operations excluding the impact of the capital structure chosen, and is one of the key metrics used by the financial community to value the business and its financial strength. Operating margin is a measure of the proportion of the Corporation's revenue which is left over, before income taxes, to pay for its fixed costs, such as interest on Indebtedness. Operating margin is calculated by dividing operating income before amortization by revenue.

The most comparable Canadian GAAP financial measure is operating income. Operating income before amortization and operating margin are calculated as follows:

	Quarters ended August 31,		Years ended August 31,	
($000, except percentages)	2010 $	2009[1] $	2010 $	2009[1] $
	(unaudited)	(unaudited)	(audited)	(audited)
Operating income	74,481	75,624	251,225	251,799
Amortization	63,696	68,268	258,871	256,077
Operating income before amortization	138,177	143,892	510,096	507,876
Revenue	324,323	307,807	1,281,376	1,217,837
Operating Margin	42.6%	46.7%	39.8%	41.7%

(1) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the CICA Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual Report for more details.

Adjusted net income and adjusted earnings per share

Adjusted net income and adjusted earnings per share are used by Cogeco Cable's management and investors to evaluate what would have been the net income and earnings per share excluding the impairment of goodwill and intangible assets, non-recurring tax adjustments and the Part II licence fee favourable settlement agreement. This allows the Corporation to isolate the unusual adjustments in order to evaluate net income and earnings per share from ongoing activities.

The most comparable Canadian GAAP financial measures are net income and earnings per share. Adjusted net income and adjusted earnings per share are calculated as follows:

	Quarters ended August 31,		Years ended August 31,	
	2010	2009[1]	2010	2009[1]
($000, except number of shares and per share data)	$	$	$	$
	(unaudited)	(unaudited)	(audited)	(audited)
Net income (loss)	39,663	44,698	157,303	(258,228)
Adjustments:				
Impairment of goodwill and intangible assets net of related income taxes	–	–	–	383,630
Non-recurring tax adjustments:				
Reduction of Ontario provincial income tax rates	–	–	(29,782)	–
Reduction of withholding and stamp tax contingent liabilities	–	(5,200)	–	(16,130)
Utilization of pre-acquisition tax losses	–	–	–	6,142
Part II licence fee favourable settlement agreement net of related income taxes	–	(13,375)	–	(13,375)
Adjusted net income	39,663	26,123	127,521	102,039
Weighted average number of multiple voting and subordinate voting shares outstanding	48,513,705	48,558,526	48, 520,183	48,545,296
Effect of dilutive stock options	136,172	53,138	133,994	125,326
Effect of dilutive subordinate voting shares held in trust under the Incentive Share Unit Plan	58,219	–	45,163	–
Weighted average number of diluted multiple voting and subordinate voting shares outstanding	48,708,096	48,611,664	48,699,340	48,670,622
Adjusted earnings per share				
Basic	0.82	0.54	2.63	2.10
Diluted	0.81	0.54	2.62	2.10

(1) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the CICA Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual Report for more details.

ADDITIONAL INFORMATION

Additional information relating to the Corporation, including its 2010 Annual Report and Annual Information Form, is available on SEDAR at www.sedar.com.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) is a telecommunications company, 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, data networking, e-business applications, video conferencing, hosting services, Ethernet, private line, Voice over Internet Protocol ("VoIP"), HSI access, dark fibre, data storage, data 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).

– 30 –

Source: **Cogeco Cable Inc.**
Pierre Gagné
Senior Vice President and Chief Financial Officer
Tel.: 514-764-4700

Information: **Media**
Alex Tessier
Vice President and Treasurer
Tel.: 514-764-4700

Analyst Conference Call: **Thursday, October 28, 2010 at 11:00 A.M.** (EDT)
Media representatives may attend as listeners only.

Please use the following dial-in number to have access to the conference call by dialing ten minutes before the start of the conference:
Canada/USA Access Number: 1 888 300-0053
International Access Number: + 1 647 427-3420
Confirmation Code: 97583458

A rebroadcast of the conference call will be available until November 4, by dialing:
Canada and US Access Number: 1 800 642-1687
International Access Number: + 1 706 645-9291
Confirmation code: 97583458

Supplementary Quarterly Financial Information
(unaudited)

				Fiscal 2010				Fiscal 2009
Quarters ended[1]	Nov. 30	Feb. 28	May 31	Aug. 31	Nov. 30[2]	Feb. 28[2]	May 31[2]	Aug. 31[2]
($000, except percentages and per share data)	$	$	$	$	$	$	$	$
Revenue	317,365	320,397	319,291	324,323	299,438	304,920	305,672	307,807
Operating income before amortization[3]	122,606	122,613	126,700	138,177	115,730	122,303	125,951	143,892
Operating margin[3]	38.6%	38.3%	39.7%	42.6%	38.6%	40.1%	41.2%	46.7%
Operating income	57,041	56,774	62,929	74,481	54,984	59,105	62,086	75,624
Impairment of goodwill and intangible assets	–	–	–	–	–	399,648	–	–
Income taxes	(15,766)	11,952	15,060	17,772	8,645	(207)	26,357	22,005
Net income (loss)	56,666	29,789	31,185	39,663	22,945	(358,324)	32,453	44,698
Adjusted net income[3]	26,884	29,789	31,185	39,663	22,945	25,306	27,665	26,123
Cash flow from operating activities	(3,618)	114,037	112,451	194,414	24,481	115,282	99,956	175,450
Cash flow from operations[3]	130,229	118,318	119,243	127,024	87,617	95,928	92,030	108,631
Capital expenditures and increase in deferred charges	68,221	74,379	69,283	107,799	69,820	64,963	60,139	93,872
Free cash flow[3]	62,008	43,939	49,960	19,225	17,797	30,965	31,891	14,759
Earnings (loss) per share[4]								
Basic	1.17	0.61	0.64	0.82	0.47	(7.38)	0.67	0.92
Diluted	1.16	0.61	0.64	0.81	0.47	(7.38)	0.67	0.92
Adjusted earnings per share[3][4]								
Basic	0.55	0.61	0.64	0.82	0.47	0.52	0.57	0.54
Diluted	0.55	0.61	0.64	0.81	0.47	0.52	0.57	0.54

(1) The addition of quarterly information may not correspond to the annual total given rounding.

(2) Certain comparative figures have been reclassified to conform to the current year's presentation. Financial information has been restated to reflect the application of the CICA Handbook Section 3064. Please refer to the "Critical accounting policies and estimates" section of the Corporation's 2010 Annual Report for more details.

(3) The indicated terms do not have standardized definitions prescribed by Canadian GAAP and therefore, may not be comparable to similar measures presented by other companies. For more details, please consult the "Non-GAAP financial measures" section of the Results overview.

(4) Per multiple and subordinate voting share.

SEASONAL VARIATIONS

Cogeco Cable's operating results are not generally subject to material seasonal fluctuations. However, the customer growth in the Basic Cable and HSI service are generally lower in the second half of the fiscal year as a result of a decrease in economic activity due to the beginning of the vacation period, the end of the television seasons, and students leaving their campuses at the end of the school year. Cogeco Cable offers its services in several university and college towns such as Kingston, Windsor, St. Catharines, Hamilton, Peterborough, Trois-Rivières and Rimouski in Canada, and Aveiro, Covilhã, Evora, Guarda and Coimbra in Portugal. Furthermore, the third and fourth quarter's operating margin is usually higher as no management fees are paid to COGECO Inc. Under the Management Agreement, Cogeco Cable pays a fee equal to 2% of its total revenue subject to a maximum amount. Since the maximum amount was reached in the second quarters of fiscal 2010 and 2009, Cogeco Cable has paid no management fees in the second halves of either fiscal year.

Customer Statistics
(unaudited)

	August 31, 2010	August 31, 2009
Homes Passed		
Canada	1,593,743	1,565,145
Portugal[1]	905,359	905,129
Total	2,499,102	2,470,274
Homes Connected[2]		
Canada	979,590	944,634
Portugal	269,194	269,022
Total	1,248,784	1,213,656
RGU		
Canada	2,350,577	2,159,863
Portugal	828,772	732,375
Total	3,179,349	2,892,238
Basic Cable service customers		
Canada	874,505	864,805
Portugal	260,267	259,480
Total	1,134,772	1,124,285
HSI service customers		
Canada	559,057	515,052
Portugal	163,187	143,614
Total	722,244	658,666
Digital Television service customers		
Canada	559,418	498,398
Portugal	159,852	102,753
Total	719,270	601,151
Telephony service customers		
Canada	357,597	281,608
Portugal	245,466	226,528
Total	603,063	508,136

(1) The Corporation is currently assessing the number of homes passed.
(2) Represents the sum of Basic Cable service customer and HSI and Telephony service customers who do not subscribe to the Basic Cable service.