



For immediate release
March 8, 2017

THE BEAT 92.5 IS MONTREAL'S #1 RADIO STATION!¹
The Beat 92.5 is the #1 at-work music station seventeen ratings in a row!²

Montreal, March 8, 2017 – Following today's Numeris Winter 2017 results, The Beat once again ranks as **Montreal's #1 station!** This is the third survey in a row where The Beat has been the **number one RADIO station** in the **Adult 25-54** and **Female 25-54** demos. The station also maintains its position as the top English-language music station in town among listeners of all ages.³

The all new *Vinny & Nikki in the morning* show is **the fastest growing morning show** in Montreal among **Adults 25-54**, posting a major **43% share increase** year-to-year!⁴ Meanwhile, Montreal favorite Cat Spencer is the **number one weekday Drive Home Show**, with *The Beat 5@7*.⁵

The Beat 92.5 also dominates Montreal's workday, with The Beat of Your Workday, hosted by Donna Saker and CJ, once again the **Number One favorite at-work** choice, with 48% more Montreal **Adults 25-54** tuning-in every weekday between 9am-5pm compared to the closest competitor.⁶

"These results are a reflection of the love and appreciation of our 2 million loyal listeners."⁷ said Luc Tremblay, General Manager of The Beat 92.5. *"Survey after survey, we are reminded of the connection that this incredible team is able to establish with our audience, which sets us apart from the rest of the market"*

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ABOUT COGECO MEDIA

Cogeco Media, a wholly owned subsidiary of Cogeco Inc. (TSX: CGO), owns and operates, across Quebec, thirteen (13) radio stations including 98,5 fm in Montréal, 106,9 fm in Mauricie, 107,7 fm in Estrie and 104,7 fm in Outaouais; stations members of the Rythme FM network : 105,7 in Montreal, 100,1 in Mauricie and 93,7 in Estrie; CIME 103,9 in St-Jerome, 96,9 CKOI, The Beat 92.5 and Radio Circulation 730 AM in Montréal also FM 93 et M102,9 in Québec. Leaders in their market, Cogeco Media's stations reach more than 5 million listeners each week offering various and complementary radio programs serving a wide range of audiences. It also owns Cogeco Nouvelles, the most important private news radio agency in Québec.

1 Source: Numeris, PPM, CKBE, Winter 2017 (Nov. 28, 2016 – Feb. 26, 2017), Montreal anglo, market share, A25-54, Mo-Su 2a-2a

2 Source: Numeris, PPM, CKBE, CJMF, CHOM, Winter 13 to Winter 2017 (Nov. 28, 2016 – Feb. 26, 2017), Montreal anglo, market share, A2+, Mo-Fr 9a-5p

3 Source: Numeris, PPM, CKBE, CJMF, CHOM, Winter 2017 (Nov. 28, 2016 – Feb. 26, 2017), Montreal anglo, market share, A2+, A25-54 and F25-54; Mo-Su 2a-2a

4 Source: Numeris, PPM, CKBE, Winter 2017 (Nov. 28, 2016 – Feb. 26, 2017), vs Winter 2016 (Nov. 30, 2015 – Feb. 28, 2016) Montreal anglo, market share A25-54, Mo-Fr 5:30a-9a

5 Source: Numeris, PPM, CKBE, CJMF, CHOM, CJAD, Winter 2017 (Nov. 28, 2016 – Feb. 26, 2017), Montreal anglo, market share, A25-54 and F25-54; Mo-Fr 5p-7p.

6 Source: Numeris, PPM, CKBE, CJMF, Winter 2017 (Nov. 28, 2016 – Feb. 26, 2017), Montreal anglo, market share, A25-54, F25-54, Mo-Fr 9a-5p

7 Source: NUMERIS, PPM, CKBE, Winter 2017 (Nov. 28, 2016 – Feb. 26, 2017), Canada, Weekly Reach, A2+, Mo-Su 2a-2a

Source: The Beat Programming

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