News release
For immediate release

Cogeco is proud to lend its name to the Amphithéâtre Cogeco

Montréal, July 16, 2015 – Yesterday evening, July 15, 2015, the official opening of the Amphithéâtre Cogeco in Trois-Rivières, Québec, took place in the presence of dignitaries representing all levels of government as well as Québec's financial, cultural and arts scenes.

A monumental project, the Amphithéâtre Cogeco – scenically located at the confluence of the Saint-Maurice and the Saint-Laurent rivers with seating for 3,500 people and another 5,500 for those occupying its grassy expanse – opened its door with the Cirque du Soleil's new show, *Le Monde est fou*, a tribute to Québec's mythic band, *Beau Dommage*.

"It is truly a privilege for Cogeco to lend its name to such a grandiose building which is sure to become the new signature of the exceptional city that is Trois-Rivières," declared Louis Audet, President and Chief Executive Officer of Cogeco Inc. "The Audet family is proud of its Trois-Rivières origins and we have always remained attached to this region, the birthplace in 1957 of Cogeco."

"I wish to congratulate all levels of government for their financial support which helped make the Amphithéâtre Cogeco a reality. In particular, my most heartfelt congratulations go to Trois-Rivières's Mayor Yves Lévesque, who ensured the successful completion of this ambitious project," added Mr. Audet.

"In the name of Cogeco's 5,000 employees in North America and Europe, more than 600 of whom are based in Trois-Rivières with either Cogeco Cable Canada or Cogeco Diffusion, I wish long life to the Amphithéâtre Cogeco," concluded Louis Audet during his speech at last night's opening.

It should be noted that the agreement between Cogeco and the Corporation de l'Amphithéâtre de Trois-Rivières is in effect for a period of five years with three additional five-year options, which could extend its duration to twenty years.

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