News release

For immediate release

" Groupe Puissance Média: a new force in Outaouais

RNC MEDIA, Cogeco Media merge sales teams

Gatineau, January 18, 2016 – Cogeco Media, a wholly owned subsidiary of Cogeco Inc. (TSX: CGO), and RNC MEDIA Inc. are pleased and proud to announce that they are uniting the strengths and expertise of their local sales teams and launching a new advertising sales agency in the Outaouais region: Groupe Puissance Média.

With this strategic alliance, Groupe Puissance Média offers local advertisers integrated services, ad creativity and media products combining strong, highperformance local brands. As of today, Groupe Puissance Média features an unbeatable portfolio of media brands including TVA Gatineau/Ottawa, V-Télé, Rythme FM 97.1 and 104.7 FM Outaouais.

With a reach that now stands at 70% of adults1 in Outaouais, Groupe Puissance Média becomes the destination of choice for local advertisers seeking creative and distribution services for multiplatform ad campaigns (radio, TV, Web).

"With Groupe Puissance Média, we provide advertisers with creative solutions, impactful ad formats, and optimal strategies that will enable our partners to differentiate their brands and achieve the results they seek," says Richard Lachance, President and CEO of Cogeco Media.

Adds Raynald Brière, President of RNC MEDIA: "We have always stood out by finding and using innovative ideas. Today, two media companies are joining forces to offer local clients improved performance in radio, and Web advertising. We had common objectives: to better serve local clients, and to promote local purchasing."

The Canadian Radio-television and Telecommunications Commission (CRTC) had approved this new local sales agreement (LSA) in its broadcasting decision of July 8, 2015.

1. Source: Numeris Television (5072) and Numeris Radio (5072), Fall 2015 (TV) and Fall 2015 (Radio) Diary Surveys, Adults 18+, maximum weekly reach of RNC Media and Cogeco stations (CHOT, CFGS, CHLX-FM, CKOF-FM), TV Mo-Su 6am-2am, Radio Mo-Su 5am-1am. IMSMixMedia for Radio & TV Combo in central Gatineau/Ottawa market, base population: 316,200, A18+.

About RNC MEDIA

Founded in 1948, RNC MEDIA INC. is a broadcasting company with major presence in the Montréal, Abitibi-Témiscamingue, Outaouais, Saguenay and Québec City markets. The company operates 16 radio and 5 television stations, and provides high-quality advertising, production and programming services. As
one of the largest broadcasting groups in Québec, RNC MEDIA continues to pursue its mission to communicate with the same passion as it has for over 65 years.

About Cogeco Media

Cogeco Media, a wholly owned subsidiary of Cogeco Inc. (TSX: CGO), owns and operates, across most of Québec, thirteen (13) radio stations 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.

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