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News release
For immediate release

Cogeco Inc. And Cogeco Communications Inc. Announce The Appointment Of Luc Noiseux As Senior Vice President And Chief Technology And Strategy Officer

Montréal, August 22, 2016 – Cogeco Inc. (TSX: CGO) and Cogeco Communications Inc. (TSX: CCA) are pleased to announce the appointment, effective today, of Luc Noiseux as Senior Vice President and Chief Technology and Strategy Officer.

Mr. Noiseux has more than 20 years of broad experience in communications, defining and promoting vision, leading execution, and delivering large, cutting-edge technology programs to market. Most recently, he was Vice President Research & Development at Accedian Networks, where he was responsible for all product development and for the Chief of Technology office. Previously, Mr. Noiseux also held several senior research and development roles at Alcatel-Lucent. He holds a dual eMBA from the Université du Québec à Montréal and the Université Paris Dauphine, a Master of Science degree from *INRS Télécommunications*, and a Bachelor of Engineering degree from McGill University.

As Senior Vice President and Chief Technology and Strategy Officer, Mr. Noiseux will be responsible for Cogeco's development of emerging technology selection and deployment plans, and for the corporate strategy and strategic planning process. He will act as a partner and trusted advisor to officers and members of the senior executive team at both the corporate and business unit levels, to relentlessly identify technical opportunities to outperform competitors.

"I am very pleased to announce Luc's appointment to Cogeco's senior leadership team," stated Louis Audet, President and Chief Executive Officer of Cogeco Inc. and Cogeco Communications Inc. "His inclination towards fostering a work culture that is based on trust, clarity, and execution is perfectly aligned with Cogeco's values and will be key in supporting our leadership team and business units to shape and influence Cogeco technological ecosystem. Luc's innovative and forward-thinking leadership and his entrepreneurial drive make him the ideal candidate to lead our technology and strategy office, developing a company-wide strategic direction to maintain and advance our competitive position and profitability."

About Cogeco Inc.

Cogeco Inc. (corpo.cogeco.com) is a diversified holding corporation which operates in the communications and media sectors. Through its Cogeco Communications Inc. subsidiary, Cogeco provides its residential and business customers with video, Internet and telephony services through its two-way broadband fibre networks. Cogeco Communications Inc. operates in Canada under the Cogeco Connexion name in Québec and Ontario, and in the United States under the Atlantic Broadband name in western Pennsylvania, south Florida, Maryland/Delaware, South Carolina and eastern Connecticut. Through Cogeco Peer 1, Cogeco Communications Inc. provides its business customers with a suite of information and communications technology services (colocation, network connectivity, managed hosting, cloud services and managed IT services), through its 17 data centres, an extensive FastFiber NetworkTM and more than 50 points-of-presence in North America and Europe. Through its subsidiary Cogeco Media, Cogeco owns and operates 13 radio stations across most of Québec with complementary radio formats serving a wide range of audiences as well as Cogeco News, its news agency. Cogeco's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CGO). The subordinate voting shares of Cogeco Communications Inc. are also listed on the Toronto Stock Exchange (TSX: CCA).

Information and interview requests:

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