News release

For immediate release

Montréal Canadiens Broadcasts On Cogeco Media Extended To 2023

Montréal, October 13, 2016 – Cogeco Media and the Club de hockey Canadien are pleased to announce the signing of a new agreement that guarantees French radio broadcasts of Canadiens games will continue on the Cogeco radio network until 2023.

Richard Lachance, President of Cogeco Media, said the new agreement is in line with Cogeco Media and 98,5 fm's desire to remain the number-one radio sports broadcaster both in Montréal and the wider Québec market: "This partnership is proof of the Canadiens organization's trust in us and their wish to serve the team's fans and our listeners well," Mr. Lachance said, adding: "I thank Geoff Molson and his team for this agreement, which ensures that Canadiens broadcasts will be heard on Cogeco for the next seven years."

For his part, Geoff Molson, President and CEO of the Club de hockey Canadien, said: "Partnering with the station that has the largest listenership in Greater Montréal, and which reaches Canadiens fans all across Québec via its extensive affiliate network, brings unique benefits not only to our organization but all our players as well. For nearly 20 years now, thanks to Cogeco Media, we've been privileged to connect with our fans, who faithfully follow every game. We're delighted to pursue our association with the Cogeco network until 2023."

Once again this season, play-by-play descriptions of Canadiens matches across the entire Cogeco radio network will be provided by the first-rate duo of Martin McGuire and Dany Dubé.

-30-

Source: Christine Dicaire, Director, Marketing and Communications, Cogeco Media 514-796-9258

Cogeco Media, a wholly owned subsidiary of Cogeco Inc. (TSX: CGO), owns and operates 13 radio stations across Québec, including talk radio network stations 98,5 fm in Montréal, 106,9 fm in Mauricie, 107,7 fm in Estrie and 104,7 fm in Outaouais; CIME 103,9 in Laurentides; along with Rythme FM network member stations 105.7 in Montréal, 100,1 in Mauricie and 93,7 in Estrie. It also owns 96,9 CKOI, 92.5 The Beat, and Radio Circulation 730 AM in Montréal, as well as FM 93 and M102,9 in Québec City. Leaders in their respective markets, Cogeco Media's stations reach more than 5 million listeners each week, offering various and complementary radio stations serving a wide range of audiences. Cogeco Media also owns Cogeco Nouvelles, the largest private news radio agency in Québec.