News release

For immediate release

The Beat 92.5 Dominates All English Music Stations!

The Beat 92.5 is the #1 choice at-work twelve ratings in a row! 2

Montreal, December 7, 2016 – Following today's Numeris Fall 2016 results, The Beat is once again celebrating its ranking as Montreal's #1 Music Station! The Beat maintains its position as the top English-language music station among listeners of all ages and as the Number one RADIO station in the Adults 25-54 and Females 25-54 demos! 3

The Beat now reaches 2.1 Million listeners every week, the highest ever for the fall ratings period with close to 400 000 more listeners tuning in over the last two years, representing a 21% increase! 4 That's more than any other station in Montreal.

The Beat 92.5 also continues to be the city's Number One favorite at work station for the twelfth consecutive survey, with most of Montreal Adults 25-54 and Females 25-54 tuning in to The Beat of your Workday with Donna Saker and CJ every weekday between 9am – 5pm.5

"We have achieved our best fall ratings in the history of the station! 6 These results are a reflection not only of the tremendous work done daily by the entire team but also of the most loyal audience in the city," said Luc Tremblay, General Manager of The Beat 92.5. "Our female listeners are listening to us longer: 38% more than Virgin! 7"

The Number 1 station for your Holidays

The Beat 92.5 is kicking off the holiday season early, sprinkling its programming with the perfect mix of holiday cheer! Holiday music has been added to the music lineup and four special shows will be added to the on-air schedule. Listeners can wake up on Christmas morning with Vinny & Nikki and The Christmas Brunch from 8am to noon.

On December 31st, tune in to Nikki's Biz 2016 Special from 7am to 9am to get the low-down on the year in showbiz (Rebroadcast: January 1st 3pm-5pm). And, the holiday fun continues with Jeremy White, as he counts down the biggest and most requested songs of 2016 with The Montreal Hit 40 of 2016 from 9am to noon (Rebroadcast: January 1st 12pm to 3pm)

Finally, kick-off 2017 with Vinny and Nikki in The Morning New Year's Brunch January 1st from 8am to noon!

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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, Fall 2016 (Aug. 29 – Nov. 27, 2016), Montreal anglo, market share, A2+, Mo-Su 2a-2a

2 Source: Numeris, PPM, CKBE, Fall 2016 (Aug. 29 – Nov. 27, 2016), Montreal anglo, market share, A2+, Mo-Fr 9a-5p

3 Source: Numeris, PPM, CKBE, Fall 2016 (Aug. 29 – Nov. 27, 2016), Montreal anglo, market share, A2+, A25-54 and

F25-54; Mo-Su 2a-2a

4 Source: Numeris, PPM, CKBE, Fall 2016 (Aug. 29 – Nov. 27, 2016) vs Fall 2014, Total Canada (FC), Average Weekly Reach (000), A2+, Mo-Su 2a-2a

5 Source: NUMERIS, PPM, CKBE, Fall 2016 (Aug. 29 – Nov. 27, 2016), Montreal anglo market, market share, Winter 2014 – Fall 2016, A2+, Mo-Fr 9a-5p

6 Source : NUMERIS, PPM, CKBE, Fall 2016 (Aug. 29 – Nov. 27, 2016), Montreal anglo market, TSL F25-54, Mo-Su 2a-2a

7 Source : NUMERIS, PPM, CKBE, CJFM, Fall 2016 (Aug. 29 – Nov. 27, 2016), Montreal anglo, F25-54, TSL, Mo-Su 2a-2a

Source: The Beat Programming

Contact: Stéphanie Lagacé ▪ Promotions Director ▪ (514) 787-7894 ▪ stephanie.lagace@cogecomedia.com