News release

For immediate release

Cogeco Is Honoured To Have A Trois-Rivières Street Named For Its Founder, Henri Audet

Montréal, February 21, 2017 – Cogeco Inc. ("Cogeco") (TSX: CGO) is honoured by the recent unanimous decision of the City of Trois-Rivières municipal council to name a street after Cogeco founder Henri Audet.

The City of Trois-Rivières first approached Cogeco with the proposal in 2016. Following an analysis of several options by the city and the Audet family, the final selection is the current Avenue des Draveurs, on which the Amphithéâtre Cogeco is located. In early summer 2017, it will be renamed Rue Henri-Audet.

"Our family is honoured that the memory of Cogeco's founder will be perpetuated in this meaningful way in Trois-Rivières and we thank Mayor Lévesque and all the members of the municipal council," enthused Cogeco President and Chief Executive Officer, Louis Audet. "This important tribute speaks to our father's outstanding contribution to the city's development in the realms of business, culture and education. We are proud and fortunate to be able to continue his work in this region that means so much to us."

Mr. Audet continued: "This honour is particularly significant for us since 2017 marks Cogeco's 60th anniversary. I am also very pleased to emphasize that this recognition reflects not only on the Audet family, but on all 600 Cogeco employees in Trois-Rivières, whether they work for Cogeco Connexion or for our two Trois-Rivières regional radio stations: 100.1 Rythme FM and 106.9 FM."

ABOUT COGECO INC.

Cogeco Inc. 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 technology services (colocation, network connectivity, hosting, cloud and managed services), through its 16 data centres, extensive FastFiber Network® 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).

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