News release

For immediate release

Cogeco And The City Of Trois-Rivières Withdraw Plan To Rename Avenue Des Draveurs

Montreal, February 24, 2017 – In response to the controversy following the decision by the City of Trois-Rivières to rename Avenue des Draveurs in honour of Cogeco founder Henri Audet, the City and Cogeco have agreed together to abandon the project.

“We were extremely touched by the City of Trois-Rivières’ offer to pay tribute to our father’s memory,” says Louis Audet, President and Chief Executive Officer of Cogeco. “However, in view of the outcry this initiative has raised throughout the region, we will not be going ahead with the project. While my father’s contributions are unequivocal, we certainly don’t want his legacy to be preserved amid controversy. Since its founding, Cogeco has had an unwavering commitment to exemplary corporate citizenship. This decision stands as another testament to our desire to listen closely to the voices of the community that saw the birth of our company,” he concluded.

“The decision to put an end to this project was not easy to make,” notes Yves Lévesque, Mayor of Trois-Rivières. “The City was eager to honour the memory of one of the great builders of our region. It is of utmost importance for us that this well-deserved honour is bestowed in such a way that garners support from all of our citizens. Therefore, in agreement with Cogeco, we will be exploring other options for commemorating Henri Audet and his invaluable contributions to Trois-Rivières,” he concluded.

Cogeco and the City of Trois-Rivières remain open to continued discussions with a view to determining the best way of honouring the life and work of Henri Audet.

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INFORMATION:

Nancy Bouffard

Director, Corporate Communications

Cogeco Inc.

514-764-4613

Yvan Toutant

Public relations and media officer

Ville de Trois-Rivères

819-609-4280