News release

For immediate release

Cogeco Media: Creation Of A New Senior Management Position

Montréal, July 4, 2017 — Richard Lachance, President and Chief Executive Officer of Cogeco Media, is pleased to announce the appointment of Mr. Michel Lorrain as the new Executive Vice President. In his new role, Mr. Lorrain will have overall responsibility for the programming and operations of the talk and music stations throughout Cogeco Media's network.

In the wake of this change, we also announce the arrival of Philippe Lapointe to Cogeco Media's management team, as General Director of 98.5 FM and Radio Circulation 730 AM. He will report directly to Mr. Lorrain.

"These changes will enable Cogeco Media's senior management team to better meet the many challenges facing today's radio industry. They are in perfect harmony with our desire to offer our listeners the highest quality content that is innovative and in tune with their interests, at all times. The will to meet new challenges related to the constant evolution of the radio industry, our eagerness to maintain the leading position our Montreal stations hold and the desire to continue to grow our other stations in the different markets in Québec are the main factors that led us to review these key positions at Cogeco Media," stated Mr. Lachance, President and Chief Executive Officer of Cogeco Media.

These appointments will take effect on 14 August.

About Michel Lorrain

Through his extensive experience in the radio and media industry, Mr. Lorrain has developed expertise in content management and development as well as in operations and logistics. He began his career as a journalist in 1985 in the Lower St. Lawrence, in the Eastern Townships and in Trois-Rivières. Subsequently, he quickly climbed the ranks by becoming General Manager of Information for the Astral Group and Vice President of Regional Stations at Astral Media (Radio-Media).

After a brief time in television at TVA Group as Director of the channel *Argent* and Deputy Director of LCN, Mr. Lorrain returned to radio at Cogeco Media as Director of Programming for FM 93 in Québec City. He continued to Montréal as Deputy General Manager 98.5 fm, General Manager 98.5 fm and Vice President of Cogeco Media's spoken network. He is responsible for the operations of six radio stations in Québec, including 98.5 fm in Montréal. He was also responsible for the successful launch of Radio Circulation in the fall of 2011.

About Philippe Lapointe

He holds a Master's Degree in Philosophy and worked at the beginning of his career as a producer, director and journalist. Philippe Lapointe first made his mark as news director for Radio-Canada, where he contributed to the debut of RDI's first French-language continuous news channel in Canada. Subsequently, as Vice President Information and Public Affairs for the TVA network, Mr. Lapointe contributed to the creation of a credible and respected news service and directed the implementation of major corporate issues for the TVA network.

In broadcasting, he held the position of Vice President, Programming, then Senior Vice President, Content at TVA. More recently, Mr. Lapointe has served as President for Groupe Musique Greg and as Vice President, Programming

and Production at Accessible Media Inc., where he successfully planned and launched AMI-TV. Most recently, he served as Vice President, Television and Business Development at the Entourage Group.

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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, and 107,7 fm in Estrie and 104,7 fm in Outaouais; 96,9 CKOI in Montreal, stations members of the Rythme FM network : 105,7 in Montreal, 100,1 in Mauricie, 103,9 in St-Jerome and 93,7 in Estrie, 92.5 The Beat 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.