Communiqué

Pour diffusion immédiate

The Beat 92.5 is Montreal's #1 music station (disponible en anglais seulement)

The Beat 92.5 is the #1 at-work music station (2)

Montreal, June 7, 2017 – The Numeris Spring 2017 results are in and The Beat continues to dominate the Montreal English-language Market, maintaining its position as **Montreal's #1 RADIO station** in the **Adult 25-54** demo.(3) The Beat is also the **number one music station** among listeners of all ages for the fourteenth survey in a row (1) and with the F25-54 demo.(4)

The Beat 92.5 is also proving to be a Montreal community favorite, **reaching the most Anglophones** in the market, **11% higher** than its closest competitor. (5)

The Beat 92.5 remains the **NUMBER ONE** choice for at work listening for the eighteenth survey in a row, with the most Adults 25-54 and Female 25-54 tuning-in to Donna Saker and CJ every weekday between 9am to 5pm weekdays. (2)

"I am so proud to join Montreal's number 1 station and number 1 team," said Jean-Sebastien Lemire, Program Director of The Beat 92.5. "Over 2 million listeners week after week is a testament to how much work is put in daily to bring the best quality radio forward." (6)

THE NUMBER ONE STATION FOR THE SUMMER!

The Beat is turning up the heat and bringing you the Perfect Mix of music with this summer's biggest hits and the best of the 80's, the 90's and 2000's.

The whole team will be entertaining the city as usual in addition to welcoming Heather Backman to the team and who can be heard throughout the lineup.

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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, CJMF, CHOM, Spring 2017 (Feb. 27, 2017 – May 28, 2017), Montreal anglo, market share, A2+, Mo-Su 2a-2a

2 Source: Source: Numeris, PPM, CKBE, Spring 2017 (Feb. 27, 2017 – May 28, 2017), Montreal anglo, market share, A25-54, F25- 54, Mo-Fr 9a-5p

3 Source: Numeris, PPM, CKBE, Spring 2017 (Feb. 27, 2017 – May 28, 2017), Montreal anglo, market share, A25-54, Mo-Su 2a-2a 4 Source: Numeris, PPM, CKBE, CJMF, CHOM, Spring 2017 (Feb. 27, 2017 – May 28, 2017), Montreal anglo, market share, F25-54; Mo-Su 2a-2a

5 Source: Numeris, PPM, CKBE, CJFM Spring 2017 (Feb. 27, 2017 – May 28, 2017), Montreal anglo, Weekly Reach

6 Source: NUMERIS, PPM, CKBE, Spring 2017 (Feb. 27, 2017 – May 28, 2017), Canada, Weekly Reach, A2+, Mo-Su 2a-2a

Source: The Beat Programming

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