Communiqué
Pour diffusion immédiate

The Beat 92.5 is Montréal's #1 radio station! (disponible en anglais seulement)

Montréal, December 6, 2017 – Following today's Numeris Fall 2017 results, The Beat continues to be Montreal's favorite station as the **number one RADIO station** in the **Adult 25- 54** and **Female 25-54** demos, for the sixth survey in a row!3 The Beat is also once again **Montreal's #1 Music English Station among adult** listeners of all ages! 4

The Beat 92.5 continues to dominate the at-work period as the **Number One favorite music station** for almost 4 years in a row5. The Beat 92.5 is also the number one at-work Station with the most Montreal Adults 25-54 and Females 25-54 choosing *The Beat of your Workday* with Donna Saker and CJ every weekday between 9am – 5pm.6

"*Vinny & Nikki in the Morning*" is still the **fastest growing morning show** in the Montreal commercial radio market, posting the largest growth in the market with **14% share increase year-to-year**.7 Meanwhile, Cat Spencer is Montreal women's favorite choice for the drive home with *The Beat 5@7* being the **number one weekday drive home show** in the Female 25-54 demo. 8

*"Once again our 2 million listeners are telling us how much they like the work being done by our tremendous team." said Luc Tremblay, General Manager of The Beat 92.5. "Being and remaining number one requires constant attention to detail and we are convinced that our perfect blend of music, content and hard work is what keeps us there."*9

THE BEAT 92.5 IS MONTREAL'S PERFECT HOLIDAY MIX!

The Beat 92.5 has already kicked off the holiday season, sprinkling its programming with the perfect mix of holiday cheer! The tradition continues as Christmas music is added to the lineup and six 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 30th, tune in to Jeremy White, as he counts down the biggest and most requested songs of 2017 with ***The Montreal Hit 40 of 2017*** from 8am to noon (*Rebroadcast: January 1st 12pm to 4pm*)

The holiday fun continues on New Year's eve with ***Nikki's Special*** **from 8am to noon** giving listeners the low-down on the year in showbiz and what to look forward to in 2018 (*Rebroadcast: January 1st 4pm-8pm*). Ring in the New Year with Shaun McMahon as he wraps up 2017 with the year's biggest hits on the ***New Years' Eve Party Jam*** **starting at 5pm**.

Finally, kick-off 2018 with **Vinny and Nikki in The *New Year's Morning Brunch*** January 1st from 8am to noon! And the ***New Year's Party Jam*** **starts at 5pm**.

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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 2017 (Aug. 28, 2017 – Nov. 26, 2017), Montreal anglo, market share, A25-54, F25-54, Mo-Su 2a-2a
- 2 Source: Numeris, PPM, CKBE, Fall 2017 (Aug. 28, 2017 – Nov. 26, 2017), Montreal anglo, market share, A25-54, F25-54, Mo-Fr 9a-5p
- 3 Source: Numeris, PPM, CKBE, Summer 2016 to Fall 2017 (Aug. 28, 2017 – Nov. 26, 2017), Montreal anglo, market share, A25- 54, F25-54, Mo-Su 2a-2a
- 4 Source: Numeris, PPM, CKBE, Fall 2017 (Aug. 28, 2017 – Nov. 26, 2017), Montreal anglo, market share, A18+, Mo-Su 2a-2a 5 Source: Numeris, PPM, CKBE, CJMF, CHOM, Winter 14 to Fall 2017 (Nov. 28, 2016 – Nov. 26, 2017), Montreal anglo, market share, A2+, Mo-Fr 9a-5p
- 6 Source: Numeris, PPM, CKBE, Fall 2017 (Aug. 28, 2017 – Nov. 26, 2017), Montreal anglo, market share, A25-54, F25-54, Mo-Fr 9a-5p
- 7 Source: Numeris, PPM, CKBE vs CJAD, CHOM, CKGM, CJFM, Fall 2017 (Aug. 28, 2017 – Nov. 26, 2017) vs Fall 2016, Montreal anglo, market share, T2+, Mo-Fr 5:30a-9a
- 8 Source: Numeris, PPM, CKBE, Fall 2017 (Aug. 28, 2017 – Nov. 26, 2017), Montreal anglo, market share, F25-54, Mo-Th 5p-7p 9 Source: Numeris, PPM, CKBE, Fall 2017 (Aug. 28, 2017 – Nov. 26, 2017), Canada, weekly reach, A2+, Mo-Su 2a-2a.

Source: The Beat Programming

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