



**PRESS RELEASE**  
**For immediate release**

## **Cogeco Cable launches Sportsnet East HD in Québec**

**Montréal, February 12, 2009** – Cogeco Cable (TSX: CCA) today announced the addition of Sportsnet East HD to its High Definition (HD) line-up in Québec. Sportsnet East HD is now offered in the majority of the areas where Cogeco Cable offers Digital and HD Television in Québec.

“Cogeco Cable is committed to enriching its customers’ HD Television viewing experience. The addition of Sportsnet East HD to our Québec HD TV offering allows our viewers to discover the outstanding quality of this technology. Our HD programming now includes 24 channels in Québec and we intend to continuously improve our offering,” noted Ron Perrotta, Vice President, Marketing and Strategic Planning at Cogeco Cable.

Sportsnet East HD (channel 545) offers all sorts of content for sports fans, such as Ottawa Senators hockey, Blue Jays baseball, Major League Baseball and much more. To access the channel, subscribers of Cogeco Cable’s “Passport” digital package must also subscribe to the Sports “destination” (\$6.99 per month) and pay the HD Access Fee (\$2.99 per month).

“Our HD Television services continue to draw new subscribers every month, which confirms that customers appreciate the variety, quality and control that Cogeco Cable’s Digital Television service provides them,” Mr. Perrotta concluded.

### **ABOUT COGECO CABLE**

Cogeco Cable ([www.cogeco.ca](http://www.cogeco.ca)), is a telecommunications company and is the second largest cable operator in Ontario, Québec and Portugal, in terms of the number of Basic Cable service customers served. Through its two-way broadband cable networks, Cogeco Cable provides its residential customers with Audio, Analogue and Digital Television, as well as HSI and Telephony services. Cogeco Cable also provides, to its commercial customers, data networking, e-business applications, video conferencing, hosting services, Ethernet, private line, VoIP, HSI access, dark fibre, data storage, data security and co-location services and other advanced communication solutions. Cogeco Cable’s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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