

OVERVIEW OF COGECO CABLE

- Strong residential and commercial offering
 - Television
 - High Speed Internet (HSI)
 - Telephony
 - Commercial data communications services
- Bi-directional, strong network;
- Second largest cable telecommunications company in the provinces of Ontario and Québec in Canada, and in Portugal through its subsidiary, Cabovisão —Televisão por Cabo, S.A. (Cabovisão).

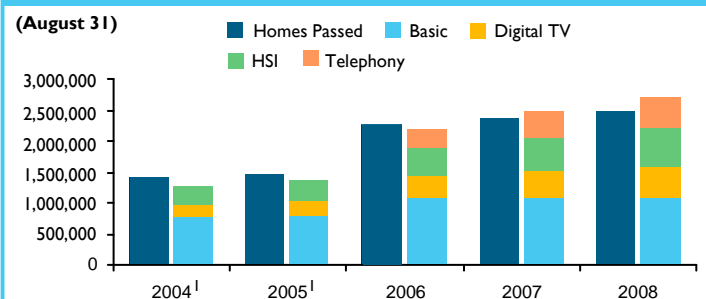
Q3-2009 HIGHLIGHTS

- Consolidated revenue increased by 11.2% and the consolidated EBITDA grew by 9.6%. Strong Q3-2009 consolidated results thanks to solid growth in the Canadian operations.
- On June 9, 2009, the Corporation completed, pursuant to public debt offering, the issue of 5.95% Senior Secured Debentures Series I for \$ 300 million maturing June 9, 2014. The net proceeds were used to reimburse existing indebtedness and general corporate purpose.
- New marketing and other operating initiatives to improve the results of the European operations are being implemented.

CUSTOMER STATISTICS

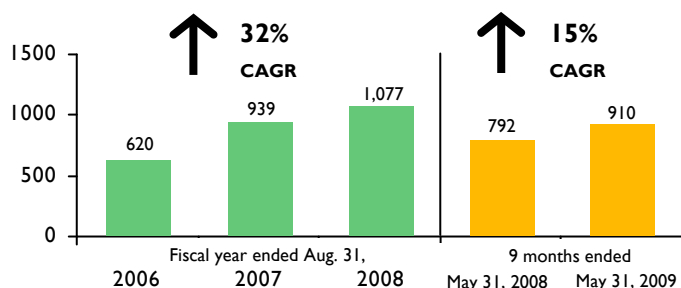
	Canada	Europe
Basic Cable service customers	865,729	264,798
Digital Television service customers	488,724	45,428
High Speed Internet service customers	509,433	142,184
Telephony service customers	268,237	225,666
Revenue generating units (RGU)	2,132,123	678,076
Homes passed	1,555,856	904,141

HOMES PASSED AND RGU GROWTH



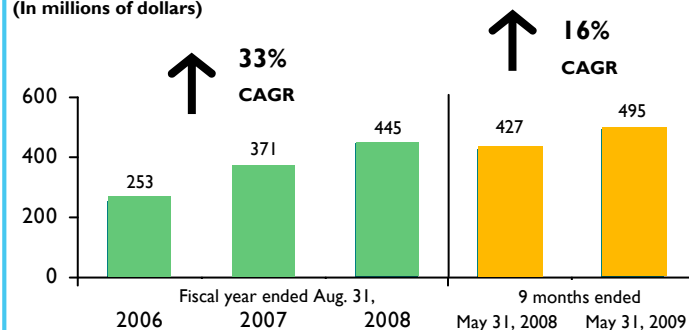
REVENUE

(In millions of dollars)

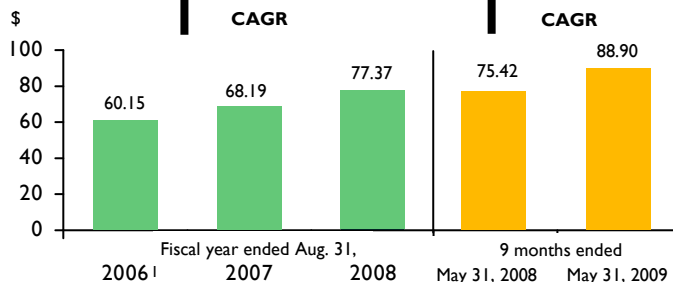


EBITDA

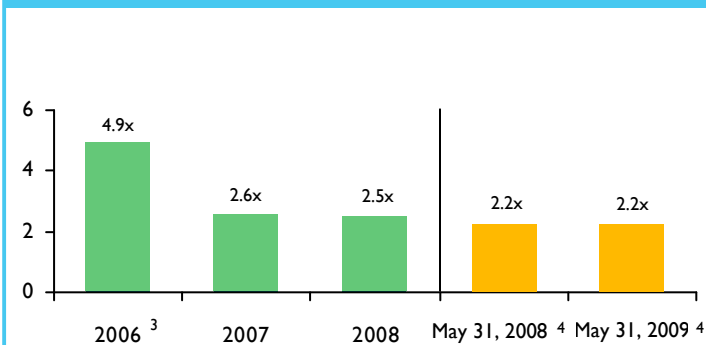
(In millions of dollars)



AVERAGE REVENUE PER UNIT (ARPU)



TOTAL NET DEBT² / EBITDA RATIO



¹ Canadian operations only.

² Total indebtedness based on principal amounts at maturity and including swaps, net of cash and temporary investments.

³ On August 31, 2006, the ratio is pro forma giving full year effect the EBITDA generated by the Portuguese operations for 12 months.

⁴ Total net debt / EBITDA ratios are LTM.

Q3-2009 — MAY 31, 2009

INVESTMENT CONSIDERATIONS

- Established market position in Canada;
- Stable business model delivering solid and consistent financial performance with recession resistant services characteristics;
- Strong balance sheet with ample liquidity and flexibility;
- Compelling growth opportunities and geographic diversification with European operations;
- Strong and experienced management team with proven track record.

MARKET DATA

Closing price ¹	\$27.54
Low — High ²	\$26.80 — \$44.10
Outstanding share data ³	48,558,526
Market capitalization ¹	\$1,337 million
Total Enterprise Value ¹	\$2,468 million

FINANCIAL HIGHLIGHTS AND GUIDANCE

(In millions, except percentages and customer statistics)

	Preliminary Projection Fiscal 2010 ⁴	Revised projections April 8, 2009 Fiscal 2009
Revenue	\$1,250	\$1,205
EBITDA	\$500	\$500
Operating Margin	40%	42%
Net income (Loss)	\$85	(\$275)
Capital Expenditures and Deferred Charges	\$360	\$300
Free Cash Flow ⁵	\$125	\$80
Customer Additions		
RGU	125,000	100,000

INVESTOR RELATIONS

Pierre Gagné

Vice President, Finance and Chief Financial Officer

Alex Tessier

Treasurer

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ANALYST COVERAGE

Firm

BMO Nesbitt Burns
CIBC World Markets
Desjardins Securities
Genuity Capital
GMP Securities
Haywood Securities
Bank of America
National Bank Financial
RBC Capital Markets
Scotia Capital Markets
TD Newcrest

Analysts

Tim Casey
Bob Bek
Joseph MacKay
Dvai Ghose
Peter MacDonald
Rob Goff
Glen Campbell
Greg MacDonald
Jonathan Allen
Jeffrey Fan
Vince Valentini

QUARTERLY EARNINGS RELEASE

Q4-2009: October 30, 2009 Q1-2010: January 14, 2010

Q2-2010: April 8, 2010 Q3-2010: July 8, 2010

¹ As at July 10, 2009.

² End of day data; last 12 months ended July 10, 2009.

³ Including 15,691,100 multiple voting shares.

⁴ Fiscal 2010 preliminary projections is (1 € = C\$1.50) compared to (1 € = C\$1.60) for the April 2009 revised projections.

⁵ Defined as cash flow from operations less capital expenditures, including assets acquired under capital leases not reflected in the statements of cash flow, and increase in deferred charges.