



PRESS RELEASE
For immediate release

More entertainment and sports for Cogeco Cable Digital Television customers in Québec with TSN2 HD, TELETOON Retro and Canal Indigo HD

Montréal, December 4, 2008 – Cogeco Cable (TSX: CCA) announced today the addition of TSN2 HD and TELETOON Retro in standard definition (SD) to its Digital and High Definition (HD) TV line-up, and the addition of an HD channel to its Canal Indigo offering. These three channels will be offered to most of Cogeco Cable's Digital Television customers in Québec. TELETOON, the first and only station dedicated exclusively to animated entertainment, is on air 24 hours a day with programming for English and French viewers. TELETOON Retro runs classic cartoons all day, every day. The new TSN2 HD channel airs sports programs and events 24 hours a day. Already a Canadian sports programming leader, TSN2 will provide images of incomparable clarity with TSN2 HD. TSN2 HD has a jam-packed programming schedule featuring 800+ hours of live and exclusive major league sports action. Effective immediately, Cogeco Cable will add one of Canal Indigo HD channel to its offering, giving viewers round-the-clock access to newly released feature films, live comedy shows and boxing events.

"By adding these three new channels to our Digital and HD Television line-ups, we are giving our customers the choice to watch even more of what they want. More exciting sports events, more entertainment, more fun. As Digital and HD Television becomes increasingly mainstream, Cogeco Cable continues to invest in the technology to ensure its customers have access to the most interesting and relevant programming in the market," declared Mr. Ron Perrotta, Vice President, Marketing and Strategic Planning of Cogeco Cable.

TELETOON Retro (channel 90) will be provided free of charge to all Digital TV subscribers as part of the \$34.99 per month Passport package and to Access 2 subscribers for \$6.99 a month. TSN2 HD (channel 542) will be provided at no extra cost to all Digital TV subscribers in Québec as part of their HD service fee of \$2.99 a month and will be included in the Destination Sports package available at \$6.99 a month. For Canal Indigo HD (channel 500), all Cogeco digital TV subscribers who also pay HD service fees can order a film from the program line-up.

"Our Digital and 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), a telecommunications company offering a diverse range of services to its customers in Canada and Portugal, 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 and commercial customers with Analogue and Digital Television, High Speed Internet and Telephony services. The Corporation provides approximately 2,716,000 revenue generating units (RGUs) to

2,427,000 homes passed in its Canadian and Portuguese service territories. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

- 30 -

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