

**PRESS RELEASE**  
For immediate release

**Affiliated Stations in Trois-Rivières, Sherbrooke and Chicoutimi/Jonquière**

**COGECO RADIO-TELEVISION INC. AND CBC  
CONCLUDE AN AGREEMENT IN PRINCIPLE**

**Montreal, November 6, 2001** – Cogeco Radio-Television Inc. (CRTI) and CBC/Radio-Canada (CBC) reached an agreement in principle establishing a renewed affiliation arrangement respecting stations CKTM-TV, CKSH-TV and CKTV-TV respectively in the Trois-Rivières, Sherbrooke and Chicoutimi/Jonquière regions. This new agreement which is subject to the conclusion of detailed contracts no later than next December 20th and the takeover of TQS Inc. (TQS) by CRTI, once all regulatory approvals will have been obtained, will bind the parties at least until August 31, 2008.

Since Cogeco Inc. and Bell Globemedia Inc. have agreed to acquire the TQS network, it was necessary for CBC and CRTI to negotiate new conditions for the operating agreement governing the three stations affiliated to Radio-Canada.

According to this new agreement, CRTI will remain the licence holder of the affiliated stations and will continue to operate these stations. CRTI will also continue to sell the local and national commercial inventory as outlined in this agreement. Finally, CRTI undertakes to produce a minimum 100 hours per year of local programming other than newscasts for the three stations.

CBC, under this agreement, will take care of the production of regional newscasts from separate newsrooms and with separate editorial control. CBC has also agreed to repatriate those positions related to the production of newscasts and will determine with CRTI the terms for the transfer of the approximately 40 employees who now work for either one of the three stations, subject to the requisite contracts being signed.

“We are extremely satisfied with this agreement, which will result in job creation in the regions that we serve and greater content variety between the TQS and Radio-Canada antennas that we manage,” said Mr. Michel J. Carter, Vice President and General Manager of CRTI.

For her part, Ms. Michèle Fortin, Vice-President, CBC French Television, said: “We are also very satisfied with this agreement that, ultimately, will give the populations within these regions greater access to more information and a greater presence for Radio-Canada.”

The agreement also includes provisions allowing Radio-Canada to effectively manage its branding in the various stations, particularly with respect to its visual identification. The agreement also provides for the delivery of technical services and the rental of space located in real estate owned by Cogeco.

CRTI, COGECO Inc.’s broadcasting affiliate, operates six television stations and two radio stations in Quebec. COGECO’s subordinate voting shares are listed on the Toronto Stock Exchange (TSE:CGO).

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**Sources:** Cogeco Radio-Television Inc. and Société Radio-Canada

**Information:**

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