



PRESS RELEASE
For immediate release

Tony P. Ciciretto appointed President of Cogeco Data Services

Montréal, Canada — June 30, 2009 — Mr. Louis Audet, President and CEO of Cogeco Cable announced today the appointment of Mr. Tony P. Ciciretto as President of Cogeco Data Services effective immediately.

Prior to joining Cogeco Data Services, Mr. Ciciretto was President of the TVN Group, a private investment firm, he co-founded in 2008. From 2003 to 2007, Mr. Ciciretto held a leadership role at Rogers Communications as Vice President, Rogers Business Solutions. Prior to that, he worked at Bell Canada for 15 years in various increasingly senior roles culminating with the position of Senior Vice President, Business Sales and Operations at Bell Nexxia in 2003.

Mr. Ciciretto holds a Master's degree in Science from State University of New York, a Bachelor's degree in Engineering Technology from Ryerson University and is a member of the Professional Engineers of Ontario.

In partnership with the management team, Mr. Ciciretto will be responsible for leading the market growth and development of Cogeco Data Services, with operational responsibilities for business strategy, sales, marketing, network operations, product development and customer care in his new role as President.

"I am confident that Mr. Ciciretto's managerial skills and years of leadership experience coupled with his knowledge of the business segment will be instrumental to the success of Cogeco Data Services", said Mr. Audet.

ABOUT COGECO CABLE

Cogeco Cable (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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