



PRESS RELEASE
For immediate release

**COGECO CABLE AND THE MOVIE NETWORK LAUNCH SVOD
*THE MOVIE NETWORK ONDEMAND TO BE ROLLED OUT IN ONTARIO
THROUGHOUT NOVEMBER***

Toronto, November 10, 2004 – COGECO Cable Inc. (TSX: CCA.SV) and The Movie Network, owned by Astral Media Inc. (ACM.NV.A), today announced the launch of ***The Movie Network OnDemand***, a new service offered free of charge to subscribers of The Movie Network on Cogeco Cable's Digital TV service in Ontario. The launch of *The Movie Network OnDemand*, which enables subscribers to access a vast selection of movie and TV series – around-the-clock and at the press of a button – is the first Subscription Video On Demand (SVOD) service offered in territories covered by Cogeco.

"Simple and innovative, *The Movie Network OnDemand* is a complementary technology to the other Cogeco 'On Demand' services that confirm the Company's commitment to always offer more to its clients," said Ron Perrotta, Vice President, Marketing & Sales of Cogeco Cable. "The Movie Network subscribers will now have instantaneous and unlimited access to more than 70 movies and TV series at no extra charge. Our clients have access to our VOD service, this two-way technology exclusive to digital cable, which cannot be offered by satellite companies. With *The Movie Network OnDemand* and its other 'On demand services', Cogeco Cable fulfills the desires of home theater lovers."

The Movie Network OnDemand provides quality, choice and customization at the viewers' fingertips. By tuning to channel 208, viewers can find:

- Unlimited access to a library of more than 70 movies and TV series;
- No schedule constraints – viewers can choose to watch any selection from the library, whenever they want, as many times as they want, 24-hours a day;
- No additional costs or charges – SVOD is free to all subscribers of The Movie Network;
- Uncut, commercial-free viewing;
- Regularly replenished content – new movies are added each week, and a completely new line-up is introduced each month;
- Simple and familiar features similar to that of a VCR or DVD player (i.e., pausing, fast-forwarding or rewinding).

"The launch of *The Movie Network OnDemand* is an important next step for The Movie Network, both in terms of the evolution of our brand, and as evidence of our commitment to providing Canadian viewers with programming content and technology that is on the vanguard," said Domenic Vivolo, Senior Vice President, Marketing & Sales, Astral Television Networks. "The television viewing experience is changing and viewers are seeking out opportunities to customize their entertainment to fit their lifestyles. Increasingly, viewers are setting their own viewing schedules and choosing what they want to watch, when they want to watch it. *The Movie Network OnDemand* offers choice, convenience and customization, at the press of a button."

The Movie Network OnDemand is one of the On Demand services which will be offered to approximately 91% of homes in Cogeco's territories in Ontario before the end of November 2004. *The Movie Network OnDemand* SVOD service launched in Burlington, Oakville, Acton, Fergus, Georgetown, Mitton, Waterdown and Halton on November 2, with a roll-out schedule for new areas being as follows:

- **November 10:** Hamilton, Stoney Creek, Ancaster, Niagara area, St.Catharines, Beamsville, Grimsby, Sarnia, Fort Erie, Wallaceburg
- **November 16:** Kingston, North Bay, Peterborough, Cornwall
- **November 23:** Windsor, Chatham, Leamington, Smiths Falls, Gravenhurst, Bracebridge, Huntsville, Parry Sound, Lindsay, Belleville

Existing TMN customers get *The Movie Network OnDemand* as part of their subscription. To subscribe to *The Movie Network*, which includes *The Movie Network OnDemand*, customers can call 1-877-6-COGEKO.

ABOUT COGECO CABLE

Cogeco Cable is the second largest cable operator in both Ontario and Québec, and ranks fourth in Canada in terms of the number of basic service customers it serves. Cogeco Cable provides about 1,227,000 revenue generating units to about 1,423,000 households passed within its service territory. Through its two-way broadband cable infrastructure, Cogeco Cable provides its residential and commercial customers with analog and digital video and audio services, as well as high-speed Internet access. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (CCA.SV).

ABOUT THE MOVIE NETWORK

The Movie Network is an Astral Media network, providing eastern Canada the best in premier entertainment with five channels offering an experience suited to every lifestyle. M, MFun!, MExcess, MEscape, and MFest are *The Movie Network's* 24-hour, commercial-free pay-television channels broadcasting major studio movies, exclusive series, special presentations, and original programming from Canada and abroad. www.themovienetwork.ca

Astral Media is one of Canada's leading media companies, active in specialty, pay and pay-per-view television, radio and outdoor advertising. Astral Media's solid and dynamic presence in the country's major markets rests on its commitment to offer a unique combination of high-quality, targeted media for all its audiences. www.astralmedia.com

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