



**PRESS RELEASE**  
**For immediate release**

**Cogeco Cable extends its Home Phone service to Pembroke and Petawawa**

**Montréal, September 20, 2010** – Cogeco Cable announced today the launch of its Home Phone service in Pembroke and Petawawa, Ontario. Starting today, customers from the area can subscribe to Cogeco’s Home Phone service starting at only \$14.99 per month\*.

Cogeco Home Phone is a quality service that combines choice, value and flexibility. To sign up, customers simply select one of the three packages plus any additional calling features they wish. Cogeco’s technical services take it from there, with fast, professional installation (free of charge when combined with subscription to another Cogeco service) and customers start saving – with no change to their current phone number.

“We’re excited to launch our Home Phone service in Pembroke and Petawawa because we know it truly is what our customers are looking for: flexibility, choice and competitive price. And the savings we offer are sure to be welcome for back-to-school,” says Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

**Flexible packages**

Cogeco offers three different, flexible packages to answer its customers’ varied and unique needs: the Basic Line package, which includes unlimited local calling, the Select, which includes unlimited local calling, the choice of two calling features and 100 long distance minutes in Canada and the U.S and the Freedom, which includes unlimited local calling, the choice of five calling features and unlimited long distance calling in Canada and the U.S.

**Useful features**

Customers can then personalize any package by adding the convenient calling features they want: voice mail, call display, call waiting, visual call waiting, call forwarding, three-way calling, call blocking, anonymous call reject, call screen, etc. Furthermore, all packages offer the possibility to make direct international calls in over 225 countries.

	<b>Basic Line</b>	<b>Select Package</b>	<b>Freedom Package</b>
<b>Local calls</b>	Unlimited	Unlimited	Unlimited
<b>Long distance calls (Canada and the United States, including Hawaii and Alaska)</b>	\$0.07 per minute	First 100 minutes included, \$0.07 per minute for each additional minute	Unlimited
<b>Calling features</b>	À la carte	Choice of two calling features	Choice of five calling features
<b>International calls</b>	Direct access to over 225 countries at competitive prices	Direct access to over 225 countries at competitive prices	Direct access to over 225 countries at competitive prices
<b>Prices</b>	Starting at \$14.99*	Starting at \$25.99*	Starting at \$40.99*

Visit [www.cogeco.ca](http://www.cogeco.ca) for more information on the new Cogeco Home Phone.

\* Promotional rate for a 12-month period when combined with other Cogeco services.

## **ABOUT COGECO CABLE**

Cogeco Cable ([www.cogeco.ca](http://www.cogeco.ca)) 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 its business customers with data networking, e-business applications, video conferencing, web hosting, Ethernet, private line, VoIP, HSI, black fibre, data storage and 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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**Information:**

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