



PRESS RELEASE
For immediate release

Cogeco Cable Launches a New High Speed Internet Package in Québec

Montréal, February 17, 2009 – Cogeco Cable (TSX: CCA) today announced the launch of a new High Speed Internet (HSI) package in Québec – HSI *Intermédiaire*.

Starting today, customers in Québec can sign up for this entirely new package that allows download speeds of up to 3 Mbps and has a monthly load bit capacity of 20 GB. The HSI *Intermédiaire* package offers four times the download speed and twice the monthly load bit capacity as the Mini for only \$5 more per month.

"We believe that this new package will be highly attractive to clients who – while not heavy users – use the Internet every day. As people's needs to share music, videos or other formats and demand for increasingly faster download speeds continue to grow, we are pleased to offer our customers an expanded range of performing, reliable and secure Internet services," stated Ron Perrotta, Vice President, Marketing and Strategic Planning of Cogeco Cable.

Cogeco Cable's HSI *Intermédiaire* package is available in Québec for only \$34.95 per month. Customers who also subscribe to one or two other Cogeco Cable services save \$5 and pay only \$29.95 per month for the same package. In addition, HSI *Intermédiaire* customers can have maximum protection for their computers and surf securely with the full range suite from F-Secure, recognized as one of the world's most secure, for only \$2 more per month.

For more information about Cogeco Cable's various packages, visit http://www.cogeco.ca/en/hsi_pack_q.html.

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 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 (TSX: CCA). Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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