



PRESS RELEASE
For immediate release

Cogeco appoints Martinho Tojo as its new Senior Vice President, Portugal

Montréal, December 9, 2009 – Louis Audet, President of Cogeco Cable (TSX: CCA) announced the appointment of Martinho Tojo as Senior Vice President and General Manager of its Portuguese subsidiary Cabovisão, effective December 1st.

Mr. Tojo, who holds a degree in Civil Engineering, discovered an affinity for sales early in his career. From 1989 to 1994, he worked in sales at Procter & Gamble's new Lisbon subsidiary, primarily to recruit and manage representatives responsible for negotiations with the country's largest retailers.

After a year as Manager of Operations at Pepsi Cola International, with the mandate to develop the company's strategic plan in Portugal, Mr. Tojo joined Danone Group, where he held senior management positions in Portugal, France and Turkey. Mr. Tojo's accomplishments during his 14 years with Danone include numerous strategic mandates, mergers, product launches, restructuring projects and an array of production operations projects.

Innovation and communication have been the cornerstones of his career. In addition, Mr. Tojo believes the key to success lies in a strong, disciplined management team with an unwavering focus on results.

This month, Jules Grenier ends his mandate as Vice President, Portugal at the helm at Cabovisão. Mr. Grenier, who will support Mr. Tojo through the transition until December 18, 2009, returns to the Canadian operations team on February 15, 2010 as Vice President, Sales and Customer Services.

"Mr. Tojo is a seasoned manager with an excellent reputation in Portugal and internationally. We are delighted to welcome him to the team. His experience, his expertise and his knowledge of the Portuguese market will be key assets for Cabovisão. We take this opportunity to thank Mr. Grenier for his dedicated service in Portugal. We are very pleased to keep a manager of his quality on our management team," said Mr. Audet.

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

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