



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

## **Even More HD Choices for Cogeco Cable's Québec Customers**

**Montréal, July 9, 2009** – Cogeco Cable (TSX: CCA) announced today the addition of eight new High Definition (HD) channels to its HD TV programming line-up. The channels will be available as of today in most Québec regions where Cogeco Cable provides Digital and HD television.

"Adding eight HD channels to our television offering is in response to ever-increasing demand from our customers. Our HD Television service continues to draw new subscribers every month, which clearly shows that Cogeco Cable offers our customers the variety, quality and control they want. Cogeco Cable customers in Québec can now access a total of 32 HD channels, including all of the French-language HD channels available here," noted Ron Perrotta, Vice President of Cogeco Cable Marketing and Strategic Planning.

Télé-Québec is Québec's educational and cultural network. Programming reflects and promotes all forms of expression, presents cultural diversity, faithfully depicts social realities, opens windows on the world around us and its environments, supports childhood learning and educates and informs a varied public in all areas of knowledge. HD programs are accessible on channel 501.

TV5 – Canada's leader in French-speaking cultural diversity, TV5 Québec Canada broadcasts a variety of programming from many French-speaking countries – news bulletins, in-depth reporting, documentaries, variety shows, fiction, magazines and game shows. TV5 HD is available via channel 518.

Canal Évasion is a travel, tourism and adventure channel that provides round-the-clock information seven days a week. Canal Évasion HD is located on channel 517.

PBS is a US English-language public television station that offers quality educational programming for the whole family along with outstanding shows, concerts and more. PBS HD is available on channel 534.

Access to Télé-Québec HD, Canal Évasion HD, TV5 HD and PBS HD requires subscription to both the Passport and the HD Access packages.

The Mystery Channel features mystery, the unknown and suspense. Popular shows such as Omerta, Fortier, Scoop and many more are presented in HD on channel 516.

The Score HD (channel 543) broadcasts up-to-the-minute news from the world of sports, with game results and updates every 15 minutes, and live captioning of the latest scores and headlines.

The specialists at National Geographic Channel bring viewers the finest in exploration and scientific adventure HD programming from around the world on channel 550.

Access to Mystery HD, The Score HD and National Geographic HD requires subscription to both the Passport and HD Access packages, as well as subscription to their standard definition versions.

Produced at source entirely in HD quality, Discovery HD (channel 560) offers exploration and discovery documentaries and scientific programming that covers nature, technology, adventure and cultures from all over the world. For access, Digital TV Passport customers of Cogeco Cable must pay the HD service fee and subscribe to Discovery HD à la carte. The channel will be available free of charge to our customers unscrambled until the end of September 2009.

“Cogeco Cable is committed to enriching our customers’ television viewing experience. Adding these eight HD channels to our Québec HD offering allows our customers to discover the outstanding quality of this technology. We continuously focus every effort on improving our television offering,” Mr. Perrotta concluded.

### **ABOUT COGECO CABLE**

Cogeco Cable ([www.cogeco.ca](http://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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