



PRESS RELEASE
For immediate release

New step leading to COGECO's acquisition of the Corus radio stations in Québec

Montreal, July 6, 2010 – COGECO Inc. (TSX: CGO) today announced that on June 30, 2010 it filed its application with the Canadian Radio-television and Telecommunications Commission (CRTC) for approval to acquire the Corus Entertainment Inc. radio stations in Québec.

The application lays out for the CRTC the radio broadcasting strategy COGECO intends to implement following this major acquisition. The filing marks another step forward in completing the transaction announced on April 30, 2010 following signature of a binding agreement between Corus and COGECO.

“We worked really hard to chart a successful strategy offering the most advantages for the benefit of the radio broadcasting system as a whole. We believe it will be highly attractive to the Commission as well as to the communities in which the stations involved in the deal operate. We have always aimed at improving the diversity, strength and local character of radio and our submission is in line with that thinking,” said Mr. Richard Lachance, Vice President of Cogeco Diffusion Inc.

In deference to the filing process for this type of application to the CRTC, no details of the strategy will be released until the CRTC makes COGECO's application public. A public hearing on the application is expected to be held this fall.

The stations involved in the deal are CFQR-FM 92.5 in Montréal, CHMP-FM 98.5 in Montréal, CKOI-FM 96.9 in Montréal, CKAC-AM 730 in Montréal, CFOM-FM 102.9 in Québec City, CFEL-FM 102.1 in Québec City, CJRC-FM 104.7 in Gatineau, CHLT-FM 107.7 in Sherbrooke, CKOY-FM 104.5 in Sherbrooke, CHLN-FM 106.9 in Trois-Rivières and CIME-FM 103.9 in St-Jérôme.

ABOUT COGECO

COGECO is a diversified communications company. Through its Cogeco Cable subsidiary, COGECO provides its residential customers with Audio, Analogue and Digital Television, as well as HSI and Telephony services using its two-way broadband cable networks. 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. Through its Cogeco Diffusion subsidiary, COGECO owns and operates the RYTHME FM radio stations in Montréal, Québec City, Trois-Rivières and Sherbrooke, as well as the FM 93 radio station in Québec City. COGECO's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CGO). The subordinate voting shares of Cogeco Cable are also listed on the Toronto Stock Exchange (TSX: CCA).

- 30 -

Information: Catherine Pleau
Advisor, Corporate Communications
514-764-4700