

Press Release
For immediate release

COGECO UNVEILS NEW WEBSITE

*- Site focuses on ease-of-use for
customers, shareholders, analysts and media –*

Montréal , October 16, 2003 – In response to customer feedback and research indicating that one of the leading source for information on television, and Internet services is the Internet, COGECO (TSX: CGO) and its subsidiary Cogeco Cable (TSX: CCA), the second largest cable system operator in Ontario and Quebec, have launched their new website at www.cogeco.com.

www.cogeco.com serves as the gateway for parent company COGECO, cable distribution subsidiary Cogeco Cable and its other affiliates, namely Cogeco Radio-Television, TQS, RYTHME FM in Montreal and Quebec City, and CJMF.

Redesigned to be more user-friendly, this new website features:

- Improved navigation, with easy-to-browse submenus and quick links to key information;
- Tailored content based on whether the visitor is from Cogeco Cable's Ontario or Quebec territories;
- Better online ordering for Cogeco Cable's services (currently available in Ontario only), with an easy step-by-step process;
- More detailed product information on Cogeco Cable's services, with detailed descriptions, packages, pricing, promotions, channel lineups, etc.

“COGECO's new website brings together the Company's corporate and consumer sites, and allows visitors to explore all of COGECO's entities through a single gateway,” said Ron Perrotta, Vice President of Marketing and Sales for Cogeco Cable. “Our goal is to enable consumers, shareholders, analysts and media alike to have an enjoyable experience and quickly find what they need.”

The Investor Relations (IR) section of www.cogeco.com now includes a corporate profile, webcasts and archived events, financial reports, analyst coverage, information on corporate governance, and shareholder contact information. Links are available to stock quotes, press releases and career information.

This initiative is part of COGECO's overall strategy to improve its customer experience at all touch points.

About COGECO

COGECO is a diversified communications company. Through its Cogeco Cable subsidiary, COGECO provides about 1,181,000 units of cable distribution and telecommunication services to about 1,389,000 households passed in its service areas. Through its two-way broadband cable infrastructure, Cogeco Cable provides its mostly residential customers with video and audio services, both in analogue and digital form, as well as high-speed Internet access services. Through its Cogeco Radio-Television subsidiary, COGECO operates the TQS network, six TQS television stations, and three CBC affiliated television stations in partnership with Bell Globemedia. Cogeco Radio-Television Inc. also wholly owns and operates radio stations 105.7 RYTHME FM in Montreal and CJMF and 91.9 RYTHME FM in Québec City. COGECO's subordinate voting shares are listed on the Toronto Stock Exchange (CGO). The subordinate voting shares of Cogeco Cable Inc. are also listed on the Toronto Stock Exchange (CCA).

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Source: **COGECO INC.**

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