



PRESS RELEASE
For immediate release

Cogeco Cable's Québec customers will never miss a SRC show again 10 hit series become available on Cogeco On Demand

Montréal, October 4, 2010 – Cogeco Cable (TSX: CCA) today announced it has signed an agreement with Radio-Canada to offer On Demand a selection of Radio-Canada's most watched shows. All Québec Digital TV customers who have Video On Demand (VOD) can now enjoy free access to their favourite shows only 24 hours after the original broadcast.

"Our customers are real fans of certain TV series, but sometimes their schedules just don't allow them to tune in, and they'd like to have more flexibility. We wanted to give them more control over their TV experience, for free. That's what we had in mind when we signed this agreement with the SRC," declared Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

Québec customers who miss an episode or want to watch their favourite Radio-Canada shows a second time will now be able to easily access the current season's hit series *Et Dieu créa... Laflaque, Les Parent, La galère, Les rescapés, Mauvais karma, Tout sur moi, 3600 secondes d'extase, L'épicerie, La facture* and *Paquet voleur* by selecting the Tou.tv option from the TV shows menu as they become available by selecting the "Zone Télé" option in the Cogeco On Demand main menu (Channel 299). New episodes will be added each week.

"VOD is like a video club in the comfort of your own home, and it gives our customers greater leeway in managing their TV experience. At Cogeco, we intend to build on this very popular service among our customers and continue to offer the most exciting and relevant VOD content," added Mr. Perrotta.

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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