



PRESS RELEASE
For immediate release

More digital channels for Cogeco Cable's Ontario customers

Montréal, August 5, 2010 — Cogeco Cable (TSX: CCA) today announced the addition of five new digital channels to its Ontario TV programming line-up. Starting today, the majority of Cogeco Digital Television customers can get access to AMC, the NFL Network, Big Ten Network, CosmoTV and Al Jazeera English.

"Our Digital Television service offers great variety, quality and control that make our customers ask for more. The addition of these five channels, that answer a variety of needs and tastes, is in line with our goal to provide our customers with the most interesting and relevant programming in the market," noted Ron Perrotta, Vice President, Marketing and Strategic Planning at Cogeco Cable.

AMC (channel 189) is dedicated to movie fans featuring popular movies and original productions, such as the widely-acclaimed and fan favourite series "Mad Men".

CosmoTV (channel 124) is the hot spot for women, offering programming from comedy and drama to red hot reality series and movies featuring all the top Hollywood eye candy.

The NFL Network (channel 422) is the first 24-hour, seven-day-a-week television network dedicated solely to the NFL.

Big Ten Network (channel 424) is dedicated to covering one of the premier collegiate conferences in the North America, with approximately 400 live sports events annually, and new football-themed shows every night of the week.

Al Jazeera English (channel 182) is an award-winning 24-hour news and current affairs channel. With more than 60 bureaus around the world, Al Jazeera English provides independent and impartial news for a global audience.

The complete Cogeco programming line-up as well as details on Digital Television subscription and equipment requirements can be found on the Cogeco website at cogeco.ca.

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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