



PRESS RELEASE
For immediate release

More choice, flexibility and HD for Cogeco Digital Television in Québec

Montréal, August 5, 2010 — Cogeco Cable (TSX: CCA) today announced the launch of new Digital Television packages in Québec and free HD programming with most Digital packages. Three new packages – Franco, Select 20 and Select 30 – are now available to the majority of Cogeco Cable Digital Television subscribers in Québec.

“We want to make our customers’ experience the richest possible. With three new Digital Television packages in Québec, including two that allow subscribers to pick and choose only the channels they want, we are offering our customers the chance to tailor their own TV programming,” said Ron Perrotta, Vice President, Marketing and Strategic Planning at Cogeco Cable.

The Franco: French-language TV at its best!

The Franco includes Canada’s top network channels and the most popular specialty French-language channels such as RDS, Séries Plus, ARTV, Cinepop, Mystère and many others.

The Select 20 and Select 30: flexible packages tailored to each customer!

Select 20 and Select 30 include Canada’s top network channels and a customized selection of any 20 or 30 specialty channels available.

These new packages are offered in addition to the Basic Digital Cable, Passport and Select 15 packages. Select, Passport and Franco subscribers will also enjoy free access to High Definition (HD) Television. Cogeco will offer customers who have an HD receiver the HD versions of the standard definition channels they currently subscribe to, at no extra cost.

“HD Television is increasingly popular due to the impressive sound and video quality and exceptional viewing experience it offers. We wanted to make it even more accessible so it seemed natural for us to offer it free with most of our Digital Television packages,” added Mr. Perrotta.

Information on Digital Television subscriptions and required equipment is available on Cogeco’s 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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