



PRESS RELEASE
For immediate release

Cogeco Cable's Ontario Customers Will Never Miss a Global Show Again 12 Hit Series Become Available on Cogeco On Demand

Montréal, October 5, 2010 – Cogeco Cable (TSX: CCA) today announced it has signed an agreement with Global to offer some of the network's most popular series on Cogeco On Demand. All Ontario Digital TV customers who have Video On Demand (VOD) now have a free opportunity to watch any Global shows they may have missed.

"Our customers are real fans of certain TV series, but sometimes their schedules just don't allow them to tune in. We wanted to give them more control over their TV experience and provide them with a simple way to catch up with their favourite series, for free. That's what we had in mind when we signed this agreement with Global," declared Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

Ontario customers will be able to easily access Global's roster of new series and returning fan favourites including *Hawaii Five-0*, *Glee*, *The Good Wife*, *Survivor*, *Lie to Me*, *NCIS*, *Bones*, *Family Guy*, *The Young and the Restless*, *Days Of Our Lives* and *ET Canada* as they become available by selecting "Global On Demand" from the "TV Shows" 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, offering the ability to catch up on episodes you may have missed. 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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