



PRESS RELEASE
FOR IMMEDIATE RELEASE

Cogeco Ultimate 30 and Ultimate 50 High Speed Internet: New, Fast, Affordable and Now in Drummondville

Montréal, July 6, 2010 – Cogeco Cable (TSX: CCA) today announced the launch of two new High Speed Internet (HSI) packages, Ultimate 30 and Ultimate 50, in Drummondville, Québec.

Powered by DOCSIS 3.0 technology, the two packages enable Cogeco to offer its residential customers the fastest download speed at the most affordable price available today compared to competitors in its footprint. The Ultimate 30 package offers speeds of up to 30 Mbps for downloads and up to 1.5 Mbps for uploads with a monthly download cap of 100 GB. For the Ultimate 50 package, speeds can reach 50 Mbps for downloads and 1.5 Mbps for uploads with a monthly download cap of 150 GB.

“We always strive to offer our customers more flexibility, speed and choices. Today, the whole family can use the Internet at the same time for online banking, video gaming, shopping or for downloading videos or films, and all with the same service. Cogeco’s HSI packages like Ultimate 30 and Ultimate 50 meet those needs perfectly,” said Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

Cogeco’s Ultimate 30 and Ultimate 50 are powered by DOCSIS 3.0, a technology of data compression that allows a more efficient and economical use of bandwidth. Thus, Cogeco Cable is in a very good position to meet the increasing bandwidth need at a very competitive cost and to offer access to a higher data rate, a better video configuration and an increased level of safety.

For customers of Cogeco Television or Home Phone service, Cogeco’s Ultimate 30 package costs \$59.95 per month, and Ultimate 50, \$89.95 per month. Cogeco customers who subscribe only to Cogeco Internet service pay \$64.95 per month for Ultimate 30 and \$94.95 per month for Ultimate 50. What’s more, Cogeco includes its full suite of security services and modem rental at no extra charge. The Ultimate 30 and Ultimate 50 packages will be rolled-out gradually throughout our service territory.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) 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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