



PRESS RELEASE
For immediate release

Cogeco tops up its High Speed Internet in Québec

Montréal, July 6, 2010 – Cogeco Cable Inc. (TSX: CCA) today announced an upgrade to its High Speed Internet (HSI) offering in Québec. Starting today, all HSI Lite subscribers will enjoy faster download speeds, while Lite Plus and Standard package customers will benefit from increased speeds and higher monthly bit caps – and all for the same attractive price.

Cogeco Cable’s enhancements (see table below) offer highly competitive speeds and price values to satisfy our Québec customers’ demand for increased performance.

	Mini		Lite Plus		Standard	
	Download (up to)	Monthly Bit Cap	Download (up to)	Monthly Bit Cap	Download (up to)	Monthly Bit Cap
Before	640 Kbps	10 GB	3 Mbps	20 GB	10 Mbps	60 GB
Now	1 Mbps	10 GB	5 Mbps	60 GB	12 Mbps	80 GB

“Our HSI packages are designed to meet our customers’ varied and constantly evolving Internet needs. But we know our customers all crave greater speed and capacity, regardless of their own specific individual needs. And because we’re committed to offering our customers the best experience possible, we wanted to significantly enhance our HSI packages in Québec – without increasing prices – and still provide the same outstanding customer service,” says Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

New Cogeco Cable customers who bundle services will save \$5 a month for 12 months on their HSI service. For a limited time in Québec, customers who subscribe to more than one service can bundle the Mini for \$20.95 per month, Lite Plus for \$26.95 per month and Standard for \$38.95 per month. Prices include modem rental for all packages, and the Cogeco Security Services suite for the Standard package. For more details about Cogeco’s HSI service, including other packages (Pro, Ultimate 30 and Ultimate 50), visit www.cogeco.ca/internetquebec.

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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