



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Cogeco's Fastest Business High Speed Internet is now offered in Drummondville

Montréal, July 6, 2010 – Cogeco Cable (TSX: CCA) today announced the launch of a new Business High Speed Internet (HSI) package, the Business Ultimate 50, in Drummondville, Quebec. Starting, today, Cogeco's customers who currently subscribe to the Business HSI Enterprise service in Drummondville will be upgraded to the Ultimate 50 package at no extra cost. This new package will be equally available to new customers looking to give their businesses a boost from ultra-fast web internet connectivity.

Powered by DOCSIS 3.0 technology, Business Ultimate 50 offers its subscribers unparalleled speed and performance, while removing any worry about data transfer limitations. It boasts the same generous features as the Enterprise package it replaces, such as an unlimited bitcap, but now includes a faster download speed of up to 50 Mbps, and an upload speed of up to 2 Mbps. In fact, it is the fastest Business HSI service offered in our markets.

"Made for your business... We can say this because we understand the unique nature of small business and create services that meet their needs. We offer faster speeds, flexible terms, reliable connections, extended hours for local support and generous data transfer allowances. We are continually looking to introduce new products and service enhancements that are made for our customers, giving them genuine business benefits. This is why our new Business Ultimate 50 truly stands out in the market," said Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable"

Cogeco's Business HSI Ultimate 50 is powered by DOCSIS 3.0, a technology of data compression that allows a more efficient and economical use of bandwidth. Thus, Cogeco Cable is well positioned to meet the increasing bandwidth needs of today's small businesses at a very competitive cost.

Cogeco's Business Ultimate 50 package costs \$189.95 per month with a three-year commitment, \$199.95 per month with a two-year commitment and \$209.95 with no commitment. It includes modem rental, security services, unlimited data transfer, 20 email addresses, and a 100MB capacity per email addresses. The Business Ultimate 50 package will be rolled-out gradually throughout Cogeco's 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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