



**PRESS RELEASE**  
**For immediate release**

**COGECO CABLE FIRST IN CANADA TO PROVIDE ADDRESSABLE TV ADVERTISING  
THROUGH ITS PARTNERSHIP WITH INVIDI TECHNOLOGIES AND CHCH**

**Montreal, December 6, 2010** – Cogeco Cable Inc. announced today that it has entered into agreements with INVIDI Technologies Corporation and Channel Zero Inc. to trial the INVIDI Advatar® addressable targeted advertising system with TV broadcaster CHCH.

The Advatar® system enables television advertisers to deliver tailored messaging to individual households during a commercial break. This technology uses public domain demographic information to accurately pinpoint consumer needs and interests, enhancing the relevance of advertising commercials to unique viewers.

Cogeco will be conducting a trial of this innovative technology in Canada in 2011. The trial will be carried out in association with CHCH throughout Cogeco's cable systems in the Golden Horseshoe area of South-Central Ontario.

Capital Networks Limited will be managing the ad insertion operation related to the Advatar® platform.

"Traditionally, the television advertising landscape has allowed marketers to deliver their message to a mass audience, but now with INVIDI's addressable advertising platform, TV is transformed into a consumer-engaging medium that offers advertisers targeted marketing opportunities and viewers something they really want to watch during commercial breaks," said Ron Perrotta, Vice President, Marketing and Strategic Planning for Cogeco.

"CHCH is thrilled to be the first Canadian broadcaster to work with Cogeco in unlocking the marketing potential of addressable advertising technology. We are confident that advertisers will appreciate the opportunity to tailor their message to specific audiences, and we believe that viewers will appreciate the more relevant content," said Cal Millar, President of Channel Zero Inc.

"The Advatar® system represents the next generation of TV advertising. It provides a targeted approach to reaching the consumer, while maintaining their privacy and enhancing their viewing experience," said David M. Downey, President and CEO of INVIDI Technologies. "INVIDI was born in Canada and it is entirely appropriate that Cogeco, a Canadian company, is leading our entry into the cable television market."

"Advatar® has the potential to revolutionize the Canadian television advertising market, and the upcoming trials represent a unique opportunity for Canadian broadcasters and advertisers to get their foot in the door," said Bil Trainor, President of Capital Networks Limited.

## ABOUT COGECO CABLE

Cogeco Cable ([www.cogeco.ca](http://www.cogeco.ca)) is a telecommunications company and is the second largest hybrid fibre coaxial cable system operator in Ontario, Québec and Portugal. 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 to its commercial customers, through its subsidiary Cogeco Data Services, data networking, e-business applications, video conferencing, hosting services, Ethernet, private line, VoIP, HSI access, dark fibre, data storage, data 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).

## ABOUT INVIDI TECHNOLOGIES CORPORATION

INVIDI Technologies Corporation is the world's leading advanced addressable television advertising solutions company. Our vision and expertise in building smart advertising systems provides unrivalled capability for delivering the right advertising message to the right audience with pinpoint accuracy and creates substantial monetary value for the cable, satellite, telco, IPTV and advertising industries. INVIDI's unique approach to addressable advertising delivery, reporting, and measurement is supported by a solid portfolio of patents and other intellectual property. Our innovations in content delivery solutions and intellectual property development in targeted demographic media is the foundation for a wide array of advanced advertising capabilities. Digital technology has revolutionized media and INVIDI is making targeted and addressable advertising, more efficient, more effective and more available than ever. INVIDI's investors include GroupM, Google, Motorola, NBC Universal, Experian and leading venture capital firms, among others. Visit [www.invidi.com](http://www.invidi.com) for more details.

## ABOUT CAPITAL NETWORKS

Capital Networks Limited, established in 1991 is the worldwide distributor of the Audience™ software platform used in range of applications for Broadcast, Cable TV and professional Digital Signage networks. Since 1994 the company has also managed local avails and TV Listings systems on a turnkey basis for numerous Canadian BDU's, from their Markham, ON headquarters.

## ABOUT CHCH

CHCH started broadcasting in 1954 and is proud to be the news leader for Hamilton and the surrounding Halton and Niagara regions. CHCH produces more original news programming than any other local television station in North America. With a primetime line-up anchored by movies, news magazine shows, and hit dramas, CHCH is available to over 96% of Ontario households and is viewed by millions nationally each week. CHCH is owned and operated by Channel Zero Inc., an independent Canadian broadcaster established in 2000.