



PRESS RELEASE
For immediate release

Cogeco Cable enhances its HD offering in Ontario

Montréal, February 8th, 2011 — Cogeco Cable (TSX: CCA) today announced the addition of 6 new High Definition (HD) channels to its Ontario HD Line-up. Starting today, Cogeco HD Television customers can get access to NFL HD, Big Ten HD, EQ HD, RadX HD, Treasure HD and Oasis HD.

"Our customers just love the outstanding quality of HD Television and the experience it brings. We always strive to provide them with the most interesting and relevant programming in the market. This is why we continually invest in this technology. With the addition of these channels, our goal is to offer more HD content for all tastes, from sports to nature inspired stories to epic stories of risk, adventure and danger to general interest channels," noted Ron Perrotta, Vice President, Marketing and Strategic Planning at Cogeco Cable.

The complete Cogeco HD programming line-up as well as details on HD subscription and equipment requirements can be found at cogeco.ca.

"Our HD Television service continues to draw new subscribers every month, which confirms that customers appreciate the variety, quality and control that Cogeco Cable's HD Television service provides them," Mr. Perrotta concluded.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) is the second largest cable operator in Ontario, Québec and Portugal, in terms of hybrid fibre optic and coaxial cable. 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. In addition, through its Cogeco Diffusion subsidiary, Cogeco Cable provides its business customers with data networking, e-business applications, video conferencing, web hosting, Ethernet, private line, VoIP, HIS access, data storage and security, 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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