



PRESS RELEASE
For immediate release

**Cogeco Cable Inc. announces the appointment of Phillippe Jetté
as Vice President and Chief Technology Officer**

Montréal, March 9, 2011 - Louis Audet, President and CEO of Cogeco Cable Inc. (TSX: CCA) announced today the appointment of Phillippe Jetté as Vice President and Chief Technology Officer of the Corporation.

In this capacity, Mr. Jetté will be responsible for the Company's technological direction and strategic development, as well as the use and management of technologies for new and existing products.

Over the past two decades, Mr. Jetté has gained a wealth of experience and a strong reputation in managing and leading business units and engineering organizations, as well as in telecommunications network, product and technology development, in Canada and abroad including with Rogers, Bell Mobility and Bell Canada.

"I am proud to have Philippe as a member of Cogeco Cable's management team. His career experience makes him a valuable resource who will contribute to the organization's strategic development as key to our success in the highly competitive markets we serve," said Mr. Audet.

Phillippe Jetté has a bachelor's degree in Electrical Engineering from Université de Montréal's École Polytechnique.

ABOUT COGECO CABLE

Cogeco Cable (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, 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).

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