



PRESS RELEASE
For immediate release

Cogeco Cable's unionized Québec employees approve the agreement in principle entered into in mid-November

Montréal, December 13, 2010 – Cogeco Cable Inc. (the "Corporation") (TSX: CCA) announced that the two new collective bargaining agreements governing working conditions for all unionized Québec employees are slated for signature on December 20, 2010.

The agreement entered into by the two parties following several months of negotiations was presented to all employees during several general meetings held between November 30 and December 12, 2010. The majority of employees approved the agreement recommended by the leadership of Canadian Union of Public Employees (CUPE) local 3624.

The new collective bargaining agreements, which will be in force for the next four years, include new provisions granting employees working conditions that compare favourably with conditions in the overall telecommunications industry. The new agreements will also allow Cogeco Cable to draw up its business plan and set its key operational goals to continue to offer exceptional customer service and remain competitive in a very challenging market.

"I'm pleased with the settlement in the new collective agreements. It is very much in line with Cogeco Cable's vision of labour relations. Knowing that employees are the heart of our business, we have always been able to maintain excellent relations with them," says Louise St-Pierre, Senior Vice President, Residential Services of Cogeco Cable.

Corporate management also takes this opportunity to congratulate the representatives of both parties for coming to an agreement without any adverse impact on customer service quality.

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, black fibre, 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).

- 30 -

Information: Marieke Tremblay
(514) 764-4700