



PRESS RELEASE
FOR IMMEDIATE RELEASE

Cogeco Ultimate 30 and Ultimate 50 High Speed Internet now in Shawinigan

Montréal, February 15th, 2011 – Cogeco Cable (TSX: CCA) today announced the launch of its Ultimate 30 and Ultimate 50 High Speed Internet (HSI) packages in Shawinigan, Québec, where the majority of residents will be able to benefit from the fastest download speeds at the most affordable price available in the area.

Indeed, the two packages, powered by DOCSIS 3.0 technology, offer very advantageous speed and pricing compared to competitors in Cogeco's footprint. The Ultimate 30 package offers speeds of up to 30 Mbps for downloads and up to 1.5 Mbps for uploads with a monthly download cap of 100 GB. For the Ultimate 50 package, speeds can reach 50 Mbps for downloads and 1.5 Mbps for uploads with a monthly download cap of 150 GB.

"We always strive to offer our customers more flexibility, speed and choices. Today, the whole family can use the Internet at the same time for online banking, video gaming, shopping or for downloading videos or films, and all with the same service. Cogeco's HSI packages like Ultimate 30 and Ultimate 50 meet those needs perfectly," said Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

Cogeco's Ultimate 30 and Ultimate 50 are powered by DOCSIS 3.0, a technology of data compression that allows a more efficient and economical use of bandwidth. Thus, Cogeco Cable is in a very good position to meet the increasing bandwidth need at a very competitive cost and to offer access to a higher data rate, a better video configuration and an increased level of safety.

For Québec customers of Cogeco Television or Home Phone service, Cogeco's Ultimate 30 package is offered at \$54.95 per month for the first 12 months, a saving of \$5 per month and Ultimate 50 is offered at \$89.95 per month.

Cogeco customers who subscribe only to Cogeco Internet service pay \$64.95 per month for Ultimate 30 and \$94.95 per month for Ultimate 50. What's more, Cogeco includes its full suite of security services and modem rental at no extra charge. The Ultimate 30 and Ultimate 50 packages will continue to be rolled-out gradually throughout Cogeco's territory.

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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