



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Cogeco's Fastest Business High Speed Internet services now offered in Baie Comeau, Rimouski and St-Georges-de-Beauce

Montréal, May 19, 2011 – Cogeco Cable (TSX: CCA) today announced the launch of the Business Ultimate 30 and Business Ultimate 50 High Speed Internet (HSI) packages in Baie Comeau, Rimouski et St-Georges-de-Beauce, Quebec. Starting today, Cogeco's customers who currently subscribe to the Business HSI Enterprise service in those cities will be upgraded to the Ultimate 50 package at no extra cost. Furthermore, both Business Ultimate 30 and Business Ultimate 50 will be available to new customers looking to give their businesses a boost from ultra-fast web internet connectivity.

Business Ultimate 50 offers its subscribers unparalleled speed and performance, while removing any worry about data transfer limitations. It boasts the same generous features as the Enterprise package it replaces, such as an unlimited bitcap, but now includes a faster download speed of up to 50 Mbps, and an upload speed of up to 2 Mbps. In fact, it is the fastest Business HSI service offered in our markets. Business Ultimate 30 offers a 300 Go data transfer limit, download speeds of up to 30 Mbps and upload speeds of up to 2 Mbps.

"Made for your business... We can say this because we understand the unique nature of small business and create services that meet their needs. We offer faster speeds, flexible terms, reliable connections, extended hours for local support and generous data transfer allowances. We are continually looking to introduce new products and service enhancements that are made for our customers, giving them genuine business benefits. This is why our new Business Ultimate 30 and Business Ultimate 50 truly stand out in the market," said Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

Cogeco's Business Ultimate 30 and Business Ultimate 50 HSI packages 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 well positioned to meet the increasing bandwidth needs of today's small businesses at a very competitive cost.

Cogeco's Business Ultimate 30 package costs \$129.95 per month with a three-year commitment, \$139.95 per month with a twelve-month commitment and \$149.95 with no commitment. Ultimate 50 package costs \$189.95 per month with a three-year commitment, \$199.95 per month with a twelve-month commitment and \$209.95 with no commitment. All Business HSI packages include modem rental, security services, and a 100 MB capacity per email addresses. Plus, Cogeco guarantees its prices for the length of the commitment.

Both packages will be rolled-out gradually throughout Cogeco's service 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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Information:

Marie Carrier
Director, Corporate Communications
Tel: (514) 764-4761