



**PRESS RELEASE**  
**For immediate release**

## **Cogeco Cable honoured by Service Quality Measurement Group for customer service**

**Montréal, November 19, 2010** — Cogeco Cable (TSX: CCA) has been honoured at the 2010 North American call centre awards of excellence presentation held by Service Quality Measurement Group (SQM).

For the third time in four years, SQM has awarded wins to Cogeco Cable and its call centres for Highest Customer Satisfaction in the Telecommunications/TV Industry.

What's more, the Trois-Rivières call centre earned a mention for First Call Resolution Improvement – Québec, highlighting the best improvement in FCR performance.

Senior Vice President, Residential Services, Louise St-Pierre was thrilled to accept the award on behalf of the employees of Cogeco Cable's Trois-Rivières and Burlington call centres. "At Cogeco, commitment to service is one of our core values. Being given this award is eloquent proof of the care, attention and sincerity we put into our relationships with our customers. It reminds us that we are a business that's all about people, and that our customer service is unequalled in the industry. I want to congratulate my colleagues in the Trois-Rivières and Burlington call centres who – yet again – have shown their commitment to living our Company's mission every day. I know how much effort goes into that, and I'm very proud of the result," remarked Ms. St-Pierre.

Cogeco Cable's call centres employ a staff of over 700 who every year serve more than 979 thousand individuals in Québec and Ontario by telephone and email 24 hours a day, 7 days a week.

SQM is an international firm that benchmarks and rates call centres in different sectors. Cogeco's call centres were benchmarked to 450 call centres in North America based on an SQM survey conducted with 800 customers.

### **ABOUT COGECO CABLE**

Cogeco Cable ([www.cogeco.ca](http://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, dark fibre, 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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