



PRESS RELEASE
FOR IMMEDIATE RELEASE

Cogeco launches its Ultimate 30 and Ultimate 50 High Speed Internet packages in the Magog area

Montréal, December 20, 2010 – Cogeco Cable Inc. (TSX: CCA) today announced the launch of its Ultimate 30 and Ultimate 50 High Speed Internet (HSI) packages in Québec's Magog region. The two packages mean Cogeco can offer residential subscribers the best speed at the best price available in its service area.

Powered by DOCSIS 3.0, a data compression technology that allows more efficient, cost-effective use of bandwidth, Ultimate 30 and Ultimate 50 fully position Cogeco Cable to provide constantly increasing speeds and provide higher data throughput.

Ultimate 30 offers download speeds of up to 30 Mbps and upload speeds of up to 1.5 Mbps, as well as a monthly load bit capacity of 100 GB. The Ultimate 50 package offers download speeds of up to 50 Mbps and upload speeds of up to 1.5 Mbps, with a monthly load bit capacity of 150 GB.

"Cogeco's Ultimate 30 and Ultimate 50 HSI packages perfectly meet the needs our customers express for constantly enhanced flexibility, greater choice and more speed. Today, the different members of the same family are often all online at the same time for banking, video gaming, shopping or downloading videos or films, and all through the same account. Our solutions strongly keep pace with our customers' growing needs," stated Ron Perrotta, Vice-President, Marketing and Strategic Planning with Cogeco Cable.

Cogeco is offering the Ultimate 30 service at a promotional price of \$49.95 per month for 12 months and Ultimate 50 at a promotional price of \$79.95 per month for 12 months for customers who already subscribe to Cogeco Television and/or Home Phone service. At a discount of \$10 per month, this represents \$120 in savings in the first year!

Customers who subscribe only to Cogeco Internet service will also enjoy a promotional offer of \$10 per month for 12 months, bringing the price of the Ultimate 30 package to \$54.95 per month for 12 months and Ultimate 50 to \$84.95 per month for 12 months.

Customers who subscribe to Ultimate 30 and Ultimate 50 service will also gain access to the full line of security services and modem rental included in the monthly price at no extra charge.

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, 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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