



PRESS RELEASE
For immediate release

NFL and Big Ten networks now available over Cogeco on Demand in Ontario

Montreal, December 21st, 2010 - Cogeco Cable Inc. (TSX: CCA) today announced the launch of two newcomers to its On Demand line-up in Ontario; NFL Network On Demand (channel 657) and Big Ten Network On Demand (channel 658).

Cogeco Cable invites sports fans to tap into these new services and take advantage of front row seats to watch their favorite's teams in action as the playoff and Bowl season approach. Altogether, it's more than 25 hours of content that will be made available to customers who are subscribers of those channels.

"Enriching Cogeco Cable's Video On Demand offering is just one of the many initiatives Cogeco constantly deploys to bring its digital cable TV subscribers an entertaining line-up that's always fresh," concluded Ron Perrotta, Vice-President, Marketing and Strategic Planning with Cogeco Cable.

NFL Network On Demand and Big Ten Network On Demand are available for free to customers who have access to the NFL Network and Big Ten Network and to Cogeco On Demand.

For more details on Cogeco On Demand, go to www.cogecoondemand.com.

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).

- 30 -

Information: Marieke Tremblay
Tel: (514) 764-4700