



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

Cogeco tops up its High Speed Internet offering in Québec

Montréal, October 5, 2011 – Cogeco Cable Inc. (TSX: CCA) today announced the evolution of its portfolio of High Speed Internet (HSI) packages in Québec. Since October 1st, the majority of Cogeco HSI subscribers have enjoyed faster download speeds, and several packages have also benefited from substantially higher monthly data transfer capacity to stay in step with today's changing needs.

"Consumer Internet needs are changing faster than ever – customers want more speed, higher monthly data transfer capacity and flexibility. In our drive to satisfy them we decided to enhance our HSI offering not only to meet their expectations, but also to be proactive and bring the best the market has to offer to our territories," said Ron Perrotta, Vice President, Marketing and Strategic Planning at Cogeco Cable.

Cogeco's new High Speed Internet portfolio

Package	Download speed	Upload speed	Monthly data transfer capacity	Price per additional GB
Express 3	3 Mbps	600 kbps	20 GB	\$1.50
Express 7	7 Mbps	800 kbps	60 GB	\$1.50
Turbo 14	14 Mbps	1 Mbps	80 GB	\$1.50
New package Turbo 20*	20 Mbps	1.5 Mbps	100 GB	\$1.50
Ultimate 40*	40 Mbps	2 Mbps	175 GB	\$1.00
Ultimate 60*	60 Mbps	2 Mbps	250 GB	\$1.00

** Available only in areas where DOCSIS technology has been launched.*

The new Express 3 package, which offers a download speed of up to 3 Mbps and a monthly data transfer capacity of 20 GB, will replace Lite. For Cogeco customers, this means triple the speed and double the monthly data transfer capacity. Additionally, Express 3 package subscribers have seen their over usage rate per additional GB drop to \$1.50 from \$ 2.50.

Express 7 replaces Lite Plus with a speed of up to 7 Mbps instead of 5 Mbps. The monthly data transfer capacity remains at 60 GB for this package while the usage rate per additional GB decreases to \$1.50 from \$2.00.

Turbo 14 replaces the Standard package, offering download speeds of up to 14 Mbps, compared with the previous 12 Mbps. Turbo 14 customers can still enjoy a monthly data transfer capacity of 80 GB. The rate per additional GB remains at \$1.50.

Customers of Cogeco's HSI services in territories where DOCSIS 3.0 technology has been launched now enjoy substantial enhancements to Cogeco's HSI offering. The Ultimate 30 package becomes Ultimate 40, and customers subscribing to this service have also seen their download speed increase to up to 40 Mbps from 30 Mbps, their upload speed to up to 2 Mbps from 1.5 Mbps, as well as a monthly data transfer capacity to 175 GB from 100 GB. Subscribers of the Ultimate 50 package, now Ultimate 60, can now also enjoy substantial package enhancements, with download speeds rising to up to 60 Mbps from 50 Mbps, upload speeds to up to 2 Mbps from 1.5 Mbps and monthly data transfer capacity to 250 GB from 150 GB. Also, the maximum monthly charge of \$50 on both packages has been removed, which means that bandwidth usage that exceeds the specified monthly data transfer capacity will be billed at \$1.00 per additional GB, with no maximum limit. The \$30 maximum monthly charge remains on the other packages.

Last, Cogeco is launching a new package in territories where DOCSIS 3.0 technology has been rolled out – Turbo 20. This generous package offers download speeds of up to 20 Mbps, upload speeds of up to 1.5 Mbps, a monthly bit capacity of 100 GB and a cost of \$1.50 per additional GB, up to a \$50 maximum per month.

"We are constantly alert to market trends. In designing the evolution of our portfolio of HSI packages, we made sure that the slight rate increases that reflect significant enhancements to our service offering remain very competitive," Mr. Perrotta concluded.

DOCSIS 3.0, a data compression technology that provides more efficient and economical bandwidth utilization, is already available in a number of regions served by Cogeco. This positions Cogeco very favourably to respond to the constant increase in bandwidth demand at a competitive cost and provide access to higher data throughput, improved video configuration and an increased level of security. DOCSIS 3.0 technology will continue to be deployed gradually in new areas.

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, 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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