



PRESS RELEASE
FOR IMMEDIATE RELEASE

Cogeco's Turbo 20, Ultimate 30 and Ultimate 50 High Speed Internet packages now in Niagara Falls and St. Catharines

Montréal, October 13, 2011 – Cogeco Cable Inc. (TSX: CCA) today announced the launch of its Turbo 20, Ultimate 30 and Ultimate 50 High Speed Internet (HSI) packages in Niagara Falls and St. Catharines, Ontario, where the majority of residents will be able to benefit from the fastest download speeds at the most affordable price available in the area.

Indeed, the three packages, powered by DOCSIS 3.0 technology, offer very advantageous speed and pricing compared to competitors in Cogeco's footprint. The new Turbo 20 package offers a download speed of up to 20 Mbps, upload speeds of up to 1.5 Mbps and a monthly data transfer capacity of 80 GB. For this package, bandwidth usage that exceeds the specified monthly data transfer capacity limit will be billed at \$1.50 per additional GB, with a maximum of \$50 per month.

The Ultimate 30 package offers speeds of up to 30 Mbps for downloads and up to 2 Mbps for uploads with monthly data transfer capacity of 175 GB. For the Ultimate 50 package, speeds is up to 50 Mbps for downloads and 2 Mbps for uploads with a monthly data transfer capacity of 250 GB. For these two packages, bandwidth usage that exceeds the specified monthly data transfer capacity limit will be billed at \$1.00 per additional GB, with no maximum limit.

"We always strive to offer our customers more flexibility, speed and choices. Today, the whole family can use the Internet at the same time for online banking, video gaming, shopping or for downloading videos or films, and all with the same service. Cogeco's HSI packages Turbo 20, Ultimate 30 and Ultimate 50 meet those needs perfectly," said Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

Cogeco's Turbo 20, Ultimate 30 and Ultimate 50 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 in a very good position to meet the increasing bandwidth need at a very competitive price and to offer access to a higher data rate, a better video configuration and an increased level of safety.

The new Turbo 20 package is currently on promotion and offered for \$44.95 per month for 12 months for customers who also subscribe to Cogeco's Television and/or Home phone services, and for \$54.95 per month for 12 months for those who only want to subscribe to the High Speed Internet service. Turbo 20's regular price is \$49.95 if bundled with other Cogeco services and \$59.95 on a standalone basis.

For customers who subscribe to more than one Cogeco service, Ultimate 30 is offered for \$59.95 per month and Ultimate 50, for \$99.95 per month. Ultimate 30 and Ultimate 50 are also available on a standalone basis for \$69.95 and \$109.95 respectively.

What's more, Cogeco includes its full suite of security services and modem rental at no extra charge for these packages. The Turbo 20, Ultimate 30 and Ultimate 50 packages will continue to be rolled-out gradually throughout Cogeco's territory.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) is a telecommunications company, the second largest hybrid fibre coaxial cable 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, Voice over Internet Protocol ("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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