



PRESS RELEASE
For immediate release

Cogeco now offers TVA Sports

Montréal, October 13, 2011 — Cogeco Cable (TSX: CCA) today announced the distribution of TVA Sports, a new French-language sports channel. As of tomorrow, October 14, all Cogeco Cable Digital Television customers in Québec will be able to watch TVA Sports, free of charge, for a period of one year.

"It's always a top priority for us to bring our customers a rich and wide-ranging TV line-up. As soon as we heard the announcement that TVA Sports was going to be created, we expressed a keen interest, and we're extremely pleased to be able to carry it. In order to give our customers the opportunity to discover TVA Sports, we decided to offer it free of charge to all of our digital customers for an extended period of one year," said Ron Perrotta, Vice-President, Marketing and Strategic Planning with Cogeco Cable. Offered free of charge by Cogeco Cable until October 31, 2012, TVA Sports will then be included in Cogeco Cable's *Franco* and *Sélectif* Digital Television packages.

Cogeco Cable's Digital Television customers in Québec will be able to watch TVA Sports on position 88, while the majority of customers who also subscribe to High Definition (HD) Television will be able to watch TVA Sports HD on position 538.

The new TVA Sports channel offers programming that focuses on a wide array of sports as well as sports news broadcasts. Featured are, among others the Ottawa Senators, the Toronto Blue Jays, the Ultimate Fighting Championship, the Interbox Group, GYM, the Montréal Impact, the Ligue des Champions, Red Bull Crashed Ice, the Dew Tour, the *Québec Open de volleyball* and the *Vélorium de Québec*.

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, co-location services, managed IT services, cloud 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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