



PRESS RELEASE
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Cogeco On Demand adds close to 100 hours per month of on demand content in Québec

**Customers can now access Mlle Sur Demande, CASA Sur Demande and
addik^{TV} Sur Demande along with first-time offer Cinépop Sur Demande**

Montréal, October 17, 2011 – Cogeco Cable (TSX: CCA) today announced the addition of four new channels to its Cogeco On Demand line-up: Mlle Sur Demande, CASA Sur Demande, addik^{TV} Sur Demande together with the first-time offer of Cinépop Sur Demande. Cogeco Cable is the first distributor to bring Cinépop Sur Demande to its subscribers.

“Our customers are real fans of the shows offered by Mlle, CASA, addik^{TV} and Cinépop, but sometimes their schedules just don’t allow them to tune in right at broadcast time, and they’d like to have more flexibility. We wanted to give them control over their television experience – free of charge! That was our motivation for signing these agreements,” said Ron Perrotta, Vice President, Marketing and Strategic Planning with Cogeco Cable.

With its new offerings, Cogeco Cable invites women, cooking and home décor enthusiasts, aficionados of the hottest new series and movie fans to take advantage of almost 100 hours of Mlle, CASA, addik^{TV} and Cinépop over Cogeco On Demand. All customers who subscribe to one of these channels and have access to Cogeco On Demand can tune in free-of-charge to that channel’s on demand content through the Cogeco On Demand menu (Channel 600).

“Cogeco On Demand delivers a line-up of over 4,000 titles – and half of them are free! Adding this new On Demand content is just one of the many initiatives we constantly deploy to bring our digital TV subscribers entertaining programming that’s always fresh,” Mr. Perrotta concluded.

For more information about Cogeco On Demand and the additional content from Mlle Sur Demande, CASA Sur Demande, addik^{TV} Sur Demande and Cinépop Sur Demande, visit cogecosurdemande.com (in French only).

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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Information: Catherine Pleau
Advisor, Corporate Communications
Tel.: (514) 764-4762