



PRESS RELEASE
For immediate release

Cogeco Cable once again honoured for customer service by Service Quality Measurement Group

Montréal, November 18, 2011 — For the fourth time in five years, last night Cogeco Cable (TSX: CCA) and its call centres received the Highest Customer Satisfaction by Industry Award for Telecommunications/TV at the 2011 Service Quality Measurement Group (SQM) North American call centre awards of excellence presentation.

“We’re thrilled to win this award again, especially after such a busy year. Maintaining high performance year in, year out takes more than hard work. It takes being open, keen to help, and committed to applying our “How can we help you” signature to every action,” said Louise St-Pierre, Senior Vice President, Residential Services.

“At Cogeco Cable, commitment to service is one of our core values. Receiving this award is eloquent proof of the care, attention and sincerity we put into our relationships with our customers and confirms that our customer service is unequalled in the industry,” she added.

Cogeco Cable’s call centres serve more than 992,000 people every year in Québec and Ontario by telephone and email, 24 hours a day, 7 days a week. They were benchmarked by SQM, an international firm that benchmarks and rates call centres in different sectors, to 450 call centres in North America based on a survey carried out with 800 customers.

This prestigious award is Cogeco Cable’s third win for fall 2011. Previously, on October 6, the Cable & Telecommunications Association for Marketing (CTAM) honoured Cogeco Cable with two Mark awards for the best marketing-communications campaigns in North America. The new “How can we help you” campaign won Silver for Acquisition and Upgrade Marketing, and Bronze for Brand Image and Positioning.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) is a telecommunications corporation and is 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, through its subsidiary Cogeco Data Services, data networking, e-business applications, video conferencing, hosting services, Ethernet, private line, VoIP, HSI access, 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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