



PRESS RELEASE
For immediate release

COGECO inaugurates its multi-functional operations centre

Trois-Rivières, December 5, 2011 — Louis Audet, President and CEO of Cogeco Cable and COGECO Inc. today officially inaugurated Cogeco Cable's brand new operations centre in Trois-Rivières. The ceremony took place earlier this morning attended by the Honourable Julie Boulet, Minister of Employment and Social Solidarity and Minister responsible for the Mauricie region, MNAs Danielle St-Amand (Trois-Rivières) and Jean-Paul Diamond (Maskinongé), the mayor of Trois-Rivières, Yves Lévesque, and numerous other officials. The multi-functional facilities represent a total investment of \$18 million and consolidate Cogeco Cable's Québec telecommunications nerve centre in Mauricie.

In addition to bringing together Cogeco Cable's some 500 employees in Trois-Rivières under one roof and creating close to 100 direct and indirect jobs, the new building houses more than 79,000 square feet and provides a modern and functional work environment and cutting-edge hi-tech equipment.

"Inaugurating this new centre demonstrates COGECO's commitment to the region and our recognition for the people who live here, who have supported us for over 50 years. We are proud of our roots, and we know that this site is a perfect fit with our projects for the future," Mr. Audet said at the ceremony.

Trois-Rivières mayor Yves Lévesque was highly enthusiastic concerning the completion of the large-scale project. "This is truly a great day for Cogeco, and it's also a genuinely wonderful day for Trois-Rivières," he declared at the end of today's press briefing.

The new structure, situated along St-Jean Boulevard, was built by businesses in the region. Architect Richard Beauchamp of Locus 3 in Trois-Rivières designed the plans in partnership with JBCA, and the construction contract was awarded to Construction G. Therrien of Nicolet.

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, through its subsidiary Cogeco Data Services, data networking, e-business applications, video conferencing, hosting services, Ethernet, private line, VoIP, HSI access, data storage, 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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