



PRESS RELEASE
For immediate release

Évasion and Zeste now available over Cogeco On Demand in Québec

Montréal, November 22, 2010 – Cogeco Cable Inc. (TSX: CCA) today announced the launch of two newcomers to its On Demand line-up in Québec. This is another coup for Québec as Cogeco Cable becomes the province's first and only cable distributor to offer Canal Évasion and Zeste content on demand. Digital TV customers in Québec with access/who subscribe to the Évasion and Zeste channels and Cogeco On Demand will enjoy free access to previously broadcast travel and cooking shows.

“Our customers are real fans of the shows these channels offer, 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've been wanting to give them control over their television experience – free of charge. That's what we had in mind when we signed this agreement,” remarked Ron Perrotta, Vice-President, Marketing and Strategic Planning with Cogeco Cable.

Cogeco Cable invites gourmet viewers and travel aficionados to tap into the new services and take advantage of over 40 hours of Évasion and Zeste content over Cogeco On Demand. Subscribers can try out new recipes with highly popular programs such as *Curtis dans ma cuisine* and *Les festins d'Heston*, among others.

Travel aficionados will enjoy shows like *Paris bouche à bouche* and *Soleil tout inclus* that allow them to visit dream destinations and plan their excursions in the comfort of their homes,

“Enriching Cogeco Cable's Video On Demand offering is just one of the many initiatives Cogeco constantly deploys to bring its digital cable TV subscribers an entertaining line-up that's always fresh,” declared Ron Perrotta, Vice-President, Marketing and Strategic Planning with Cogeco Cable.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) is a telecommunications company and is the second largest cable operator in Ontario, Québec and Portugal, in terms of the number of Basic Cable service customers served. 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 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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