



**PRESS RELEASE**  
**FOR IMMEDIATE RELEASE**

## **Cogeco Ultimate 30 High Speed Internet: New, Fast and Affordable**

**Montréal, March 23, 2010** – Cogeco Cable (TSX: CCA) today announced the launch of a new High Speed Internet (HSI) package, Ultimate 30, in the Burlington, Oakville, Milton and Halton areas of Ontario.

Powered by DOCSIS 3.0 technology, Cogeco Cable's residential customers will have access to speeds of up to 30 Mbps for downloads and up to 1.5 Mbps for uploads with a monthly download cap of 125 GB. Compared to competitors in its footprint, Cogeco's Ultimate 30 offers the fastest download speed at the most affordable price available today.

"With this addition, our Internet services offer customers more flexibility and choices. Thanks to technological advancements, we can offer faster Internet access, so our customers can get more out of Internet applications. Today, the whole family can use the Internet at the same time for online banking, video gaming, shopping or for downloading videos or films, and all with the same service. Cogeco's Ultimate 30 and Ultimate 50 HSI packages meet those needs perfectly," said Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

Cogeco's Ultimate 30 and Ultimate 50 are powered by DOCSIS 3.0, a technology of data compression that allows a more efficient and economical use of bandwidth. Thus, Cogeco Cable is in a very good position to meet the increasing bandwidth need at a very competitive cost and to offer access to a higher data rate, a better video configuration and an increased level of safety.

For customers of Cogeco Television or Home Phone service, Cogeco's Ultimate 30 package costs \$59.95 per month, and Ultimate 50, \$99.95 per month. Cogeco customers who subscribe only to Cogeco Internet service pay \$64.95 per month for Ultimate 30 and \$104.95 per month for Ultimate 50. What's more, Cogeco includes its full suite of security services and modem rental at no extra charge. The Ultimate 30 and Ultimate 50 packages will be rolled-out gradually throughout our service territory.

### **ABOUT COGECO CABLE**

Cogeco Cable ([www.cogeco.ca](http://www.cogeco.ca)) 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 its business customers with data networking, e-business applications, video conferencing, web hosting, Ethernet, private line, VoIP, HSI, black fibre, data storage and 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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#### **Information:**

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