



PRESS RELEASE
For immediate release

Cogeco Cable expands its HD offering in Québec

Montréal, November 24, 2010 – Cogeco Cable (TSX: CCA) announced today the addition of three new HD (high definition) channels to its HD TV programming line-up. Starting today, Cogeco's HD Television customers have access to Musique Plus HD, Musimax HD and Super Écran2 HD.

"HD Television is a favourite with our customers mainly due to the exceptional quality and viewing experience this technology provides. We are continually on the alert to what's happening in this sector and we invest constantly to provide the most interesting and relevant HD offering on the market," said Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

The addition of HD channels involves no additional costs for customers who already subscribe to the standard version, and the complete HD program line-up as well as information on HD subscription and equipment requirements are available on Cogeco's website at cogeco.ca.

"We're proud that the HD Television service attracts new customers every month. Cogeco Cable clearly offers the diversity, quality and control our customers are looking for," Mr. Perrotta concluded.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca), is the second largest cable operator in Ontario, Québec and Portugal, in terms of hybrid fibre optic and coaxial cable. 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. In addition, through its Cogeco Diffusion subsidiary, Cogeco Cable provides its business customers with data networking, e-business applications, video conferencing, web hosting, Ethernet, private line, VoIP, HIS access, black fibre, data storage and security, 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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