



PRESS RELEASE
For immediate release

Cogeco Cable increases its quarterly dividend to \$0.17 per share

Montréal, Canada. — October 27, 2010 — Cogeco Cable Inc. (TSX: CCA) (“Cogeco Cable” or “the Corporation”) announced today that its Board of Directors has declared a quarterly eligible dividend of \$0.17 per share for subordinate and multiple voting shares, representing an increase of \$0.03, or 21%, when compared to the quarterly dividend of \$0.14 per share declared for each quarter of fiscal 2010. The dividend will be payable on November 24, 2010, to shareholders of record on November 10, 2010.

The declaration, amount and date of any future dividend will continue to be considered and approved by the Board of Directors of the Corporation based upon the Corporation’s financial condition, results of operations, capital requirements and such other factors as the Board of Directors, at its sole discretion, deems relevant. There is therefore no assurance that dividends will be declared, and if declared, their amount and frequency may vary.

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, 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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Information: Alex Tessier
Vice President and Treasurer
Tel.: (514) 764-4700