



**PRESS RELEASE**  
**For immediate release**

## **Local TV goes digital on August 31, 2011 – A seamless transition with Cogeco Cable**

**Montréal, Canada – June 16, 2011** – On August 31, 2011, at the request of the Canadian Radio-television and Telecommunications Commission (“CRTC”), most local television broadcasters will switch their current analogue signals over to digital. Cogeco Cable wishes to inform its Television customers that they will not be affected by the transition and that they will continue to receive their channels using the equipment they already have.

Cogeco customers will continue to receive their TV networks with no interruption of service. They will not need to change their actual TV set or obtain any additional equipment for any TV set connected to Cogeco’s cable service in order to maintain their current choice of channels.

In fact, the transition to digital TV will affect only TV sets that receive over-the-air signals via “rabbit ears” or an antenna on the roof. For additional information on the move to digital, visit [cogeco.ca/transitiontodigital](http://cogeco.ca/transitiontodigital)

Cogeco Cable’s HD customers will also benefit from this transition by receiving, when available, their local broadcasters programming in HD.

For more information about Cogeco services and the advantages that Cogeco customers enjoy, dial 1-866-950-3712 or visit [Cogeco.ca](http://Cogeco.ca)

Additional information is also available on the CRTC website at <http://www.digitaltv.gc.ca>.

### **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).

- 30 -

**Information:** Catherine Pleau  
Advisor, Corporate Communications  
Tel.: (514) 764-4762