



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

**Cogeco announces the appointment of René Guimond  
as Vice President, Public Affairs and Communications**

**Montréal, November 16, 2010** — Louis Audet, President and CEO of COGECO Inc. (TSX: CGO) announced today the appointment of Mr. René Guimond as Vice President, Public Affairs and Communications. Mr. Guimond had previously held the position of Vice President, Development, New Media with Cogeco Cable since 2008.

René joined the Cogeco Cable team in 2005 when he was appointed President and Chief Executive Officer of Cogeco Radio-Télévision (CRTI), taking the helm of the TQS television network and heading Cogeco's radio operations, the Rythme FM network and 93.3 radio in Québec City.

Just prior to that, mere months before the opening date, he was a major contributor as Vice President and General Manager for the bailout financing and success of the Montréal FINA World Aquatics Championships. René also took leadership roles in TQS Inc. as President and COO from 2002 to 2003 and President and CEO from 1998 to 2002 respectively.

As Vice President, Public Affairs and Communications for COGECO Inc., his new responsibilities will be to develop and consolidate synergy between COGECO's public affairs and communications resources and to raise the profile of Cogeco Cable and COGECO Inc. with its different markets, including governmental relations.

"I am confident that René Guimond's skills and years of experience, coupled with his knowledge of the business, will bring him every success in his new duties," said Louis Audet.

**ABOUT COGECO**

COGECO is a diversified communications company. Through its Cogeco Cable subsidiary, COGECO provides its residential customers with Audio, Analogue and Digital Television, as well as HSI and Telephony services using its two-way broadband cable networks. 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. Through its Cogeco Diffusion subsidiary, COGECO owns and operates the RYTHME FM radio stations in Montréal, Québec City, Trois-Rivières and Sherbrooke, as well as the 93<sup>3</sup> station in Québec City. COGECO's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CGO). The subordinate voting shares of Cogeco Cable are also listed on the Toronto Stock Exchange (TSX: CCA).

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