



PRESS RELEASE
For immediate release

COGECO increases its quarterly dividend to \$0.12 per share

Montréal, Canada – October 27, 2010 – COGECO Inc. (TSX: CGO) (“COGECO” or “the Company”) announced today that its Board of Directors declared a quarterly eligible dividend of \$0.12 per share for subordinate and multiple voting shares, representing an increase of \$0.02, or 20%, when compared to the quarterly dividends of \$0.10 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 Company based upon the Company’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

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, 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. 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 FM 93 radio 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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