



PRESS RELEASE
For immediate release

A totally new experience with Cogeco Ultimate high speed Internet, the fastest on its territory

Montréal, July 14, 2009 – Cogeco Cable Inc. today announced the launch of a new high-speed Internet package (HSI) in Ontario, the HSI Ultimate package.

Beginning today, customers in Burlington, Oakville, Milton and Halton, Ontario, may subscribe to this brand new package that enables them to achieve a speed of 50 Mbps download, 1.5 Mbps upload and a download capacity of 150 Gb per month. Cogeco brings the Internet experience at a higher level by offering the Ultimate package at a downloading speed three times faster and a monthly download capacity of 50% greater than its Pro package. Compared to competition, Cogeco Ultimate HSI package is the fastest on its territory. The Ultimate package includes the full range of Cogeco security services as well as the modem rental without any additional charges. This new package will progressively be available in all areas served by Cogeco Cable in Quebec and Ontario in the coming years. With its five (5) high speed Internet packages; Lite, Lite Plus, Standard, Pro and Ultimate, Cogeco is able to address the needs of any Internet consumer.

DOCSIS 3.0 is a technology of data compression that allows a more efficient and economical use of bandwidth. Thus, Cogeco Cable is in a very good position to meet the increasing bandwidth need at a very competitive cost and to offer access to a higher data rate, a better video configuration and an increased level of safety.

"This new internet package shows our constant desire to improve our network to satisfy our customers' needs. With technological advancement, we can offer faster access to downstream and upstream Internet, which allows customers to take advantage of the wide range of applications available on Internet," said Ron Perrotta, Vice President Marketing, Cogeco Cable.

The HSI Ultimate package will be available at the price of \$149.95 per month for customers subscribing to Cogeco Internet only and at the price of \$144.95 per month for customers also subscribing to Cogeco Television or Telephony services.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) is a telecommunications company and 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, 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. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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