



PRESS RELEASE
For immediate release

Cogeco Cable enhances its HD offering in Ontario

Montréal, May 27, 2010 — Cogeco Cable (TSX: CCA) today announced the addition of 26 new High Definition (HD) channels to its Ontario HD Line-up. Starting today, Cogeco HD Television customers can get access to History Television HD, MovieTime HD, CBS College Sports Network HD, TLC HD, KTLA HD, WPIX HD, and WSBK HD. Also starting today, the Super Sports Pack will now total 23 distinct HD channels, each one dedicated to a specific sport. The Super Sports Pack is comprised of the NFL Sunday Ticket, NHL Center Ice, MLB Extra Innings, NBA, OHL, Nascar and U.S. College Basketball and Football.

"Our customers just love the outstanding quality of HD Television and the experience it brings. We always strive to provide them with the most interesting and relevant programming in the market. This is why we continually invest in this technology. With the addition of these channels, our goal is to offer more HD content for all tastes, from sports to movies to history and general interest channels. In fact, we are enhancing our HD offering in Ontario, at no extra cost for our HD customers," noted Ron Perrotta, Vice President, Marketing and Strategic Planning at Cogeco Cable.

The complete Cogeco HD programming line-up as well as details on HD subscription and equipment requirements can be found at cogeco.ca.

"Our HD Television service continues to draw new subscribers every month, which confirms that customers appreciate the variety, quality and control that Cogeco Cable's HD Television service provides them," Mr. Perrotta concluded.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca), a telecommunications company offering a diverse range of services to its customers in Canada and Portugal, 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 (TSX: CCA). Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

- 30 -

Information: Marie Carrier
Director, Corporate Communications
Tel: 514 764-4700