



Atlantic Broadband Expands Its Netflix Partnership to Include Special Promotional Offers

New customers can enjoy integrated Netflix service with three month gift subscription

QUINCY, Mass. – November 3, 2014 – Atlantic Broadband the nation's 13th largest cable operator and one of the first U.S. cable providers to integrate Netflix into its TV service offering, today announced it is enhancing its partnership with Netflix, Inc. (NASDAQ: NFLX) to offer new customers a special gift when they sign up for service during the holiday season.

Starting today, new customers who subscribe to any Atlantic Broadband TiVo bundle will receive three months of Netflix streaming service free of charge. Potential customers can choose from a variety of Double Play (TV and Internet) and Triple Play (TV, Internet and Phone) bundles with prices starting as low as \$79.99. All bundles include Atlantic Broadband's award winning TiVo service with integrated access to Netflix. This promotion will be available to new, existing and returning Netflix customers who sign up with Atlantic Broadband through December 31, 2014. Atlantic Broadband plans to offer future free Netflix promotional periods as part of its ongoing partnership with Netflix.

"Our goal is to seamlessly deliver customers with all the entertainment they want – whether that is their favorite cable programming or streaming content from the Internet – quickly, easily and right to their TV," said David Isenberg, chief marketing and strategy officer, Atlantic Broadband. "That's why we integrated Netflix access into our TiVo bundles last spring and why we are so excited to launch this special holiday promotion. This three month Netflix gift subscription will make it easier for potential customers to enjoy the integrated Netflix experience we deliver through one device, on any screen in their home. We think it is a great way to kick off the holiday season."

Availability

The co-promotion with Netflix will run through December 31. New customers who sign up during this time will receive a Netflix promotion code within five to seven days of service installation with Atlantic Broadband. Customers must redeem their code via Netflix.com by February 15, 2015. For more information regarding the promotion, visit www.atlanticbb.com.

About Atlantic Broadband

Atlantic Broadband, a wholly-owned subsidiary of Cogeco Cable Inc. (TSX: CCA), is the 13th largest cable operator in the United States, based on number of Basic Cable customers served. The company provides TV, Internet and Phone services to more than 230,000 residential and business customers located in four operating regions: Western Pennsylvania, Miami Beach, Maryland/Delaware, and Aiken, S.C. Atlantic Broadband is headquartered in Quincy, Massachusetts. Additional information is available at www.atlanticbb.com.

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