



PRESS RELEASE
For immediate release

Cogeco Cable Appoints President & CEO to its Canadian Cable Division

Montreal, August 6, 2013 – Cogeco Cable Inc. (TSX: CCA) (“Cogeco Cable”) today announced the appointment of Louise St-Pierre to the position of President and Chief Executive Officer of Cogeco Cable Canada. This nomination consolidates under the leadership of Mrs. St-Pierre the Canadian cable operations of Cogeco Cable Inc.

Mrs. St-Pierre joined Cogeco Cable in 1999 as Vice President and Chief Information Officer and held subsequent roles of increasing responsibility within Cogeco Cable’s senior management team. Over the course of her last four years as Senior Vice President, Residential Services at Cogeco Cable, she has demonstrated a proven ability in engaging teams to drive great customer service and solid results for shareholders. Prior to joining Cogeco Cable, Mrs. St-Pierre managed and delivered consulting services at DMR in Québec, New Brunswick and Alberta; prior assignments were with IBM. Mrs. St-Pierre is a graduate in Finance and Marketing from McGill University.

“In her more than fourteen years with the Company, Louise has achieved a great deal and proven herself as an excellent leader,” said Louis Audet, President & CEO of Cogeco Cable Inc. “The decision to entrust Louise with the responsibilities of managing our Canadian cable operations was a unanimous one, and in so doing, decision making is brought closer to the field of operations to better facilitate excellence in product innovation and customer service, and further enhance our financial performance. With the addition of new members to the Cogeco Cable family, following two acquisitions made in the past seven months, the time had come to adapt our corporate structure to our new reality. This nomination and the concomitant adjustment to our organizational structure will allow us to accelerate the growth opportunities within each of Cogeco Cable’s operating companies, better serve our customers and create new career opportunities for members of our team,” concluded Mr. Audet.

Under her new role, Louise St-Pierre will be responsible for overseeing the operations of Cogeco Cable Canada, which is the second largest cable operator in Ontario and Quebec in terms of the number of Basic Cable service customers served.

ABOUT COGECO CABLE

Cogeco Cable is a telecommunications corporation and is the 11th largest hybrid fibre coaxial cable operator in North America, operating in Canada under the Cogeco Cable brand name, in Quebec and Ontario, and in the United States through its subsidiary, Atlantic Broadband in Western Pennsylvania, South Florida, Maryland, Delaware and South Carolina. Its two-way broadband cable networks provide to its residential and small business customers Analog and Digital Television, High Speed Internet (HSI) and

Telephony services. Through its subsidiaries, Cogeco Data Services and PEER 1 Hosting, Cogeco Cable provides its commercial customers a suite of IT hosting, information and communications technology services (Data Centre, Co-location, Managed Hosting, Cloud Infrastructure and Connectivity) with 23 data centres, extensive fibre networks in Montreal and Toronto as well as points-of-presence in North America and Europe. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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