

## PRESS RELEASE

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For immediate release

### **Cogeco Cable Inc. to make recommendation to CRTC on the future of mobile wireless services in Canada**

**Montréal, September 25, 2014** – Cogeco Cable Inc. ("TSX: CCA") ("Cogeco") announced today that it will be appearing on September 29, 2014, at the public hearing held by the CRTC on the review of wholesale mobile wireless services. The proceeding, announced in the Telecom Notice of Consultation CRTC 2014-76 issued in February, will be held in the National Capital Region.

This review was initiated by the CRTC with the objective of determining whether the wholesale mobile wireless services market is sufficiently competitive, and in the event that it is not, what appropriate regulatory measures are required to make it so.

The federal government's policy aims to introduce a fourth wireless provider in every region of Canada in order to strengthen competition. Cogeco believes that relying on Mobile Virtual Network Operators (MVNO) as an additional competitive model should be encouraged by appropriate regulatory measures. MVNOs are mobile wireless service providers leasing capacity from facilities-based wireless carriers such as Bell, Rogers and TELUS.

Below is an overview of Cogeco's proposals and position on the CRTC's review:

- Although Cogeco supports the federal government's facilities-based option, it believes that the MVNO model represents an additional competitive model that would bring greater benefits for Canadian consumers and enterprises and would ensure the sustainable desired level of competition.
- Cogeco seeks the implementation of appropriate regulatory measures to allow it to enter the wireless market as an MVNO to offer customers more choice, better value and differentiated wireless services.
- The entry of MVNOs in the market would contribute to increase investment in the telecommunications industry. To operate, they would need to make certain investments, hence contributing to economic growth and generating employment.
- The government's Policy Direction to the CRTC states that the CRTC should not adopt measures that artificially favour carriers over resellers and remain neutral. Cogeco believes that in order to guarantee the presence of a fourth competitor in every market in Canada as requested by the government, a regulatory framework requiring major wireless carriers to provide wholesale wireless access network services to MVNOs is necessary.

"Given the high concentration in the Canadian mobile wireless market, Cogeco strongly believes that regulatory measures fostering the entry of MVNOs in addition to other measures will increase competition in the market and enhance consumer choice", stated Louis Audet, President and Chief Executive Officer, COGECO Inc. and Cogeco Cable Inc. "A regulated MVNO option would definitely be in the best interest of Canadian customers and businesses", concluded Mr. Audet.

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## **ABOUT COGECO CABLE INC.**

Cogeco Cable Inc. ([www.cogeco.ca](http://www.cogeco.ca)) is a telecommunications corporation. It is the 11th largest cable operator in North America operating in Canada under the Cogeco Cable Canada name in Québec and Ontario, and in the United States under the Atlantic Broadband name in Western Pennsylvania, South Florida, Maryland/Delaware and South Carolina. Its two-way broadband fibre networks provide to its residential and business customers analogue and digital television, high speed Internet and telephony services. Through its subsidiaries Cogeco Data Services and Peer 1 Hosting, Cogeco Cable Inc. provides to its commercial customers a suite of information technology services (colocation, managed and dedicated hosting, managed IT, cloud and connectivity services), with 20 data centres, extensive fibre networks in Montréal and Toronto as well as points-of-presence in North America and Europe. Cogeco Cable Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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