



PRESS RELEASE
FOR IMMEDIATE RELEASE

Cogeco Cable Canada's Turbo 20, Ultimate 40 and Ultimate 60 High Speed Internet packages now available in Bécancour, Québec

Montréal, August 16, 2013 – Cogeco Cable Canada (“Cogeco”) announces the launch of its Turbo 20, Ultimate 40 and Ultimate 60 High Speed Internet (HSI) packages in Bécancour, Québec, where the majority of residents will be able to benefit from one of the fastest download speeds at the most affordable price available in the area.

The three packages, powered by DOCSIS 3.0 technology, offer very advantageous speed and pricing compared to competitors in Cogeco Cable Canada's footprint. The Turbo 20 package offers a download speed of up to 20 Mbps and upload speed of up to 2 Mbps and a monthly data transfer capacity of 125 GB.

The Ultimate 40 package offers speeds of up to 40 Mbps for downloads and up to 2 Mbps for uploads with monthly data transfer capacity of 225 GB. For the Ultimate 60 package, speed is up to 60 Mbps for downloads and 2 Mbps for uploads with a monthly data transfer capacity of 325 GB.

“We always strive to offer our customers more flexibility, speed and choices. Today, the whole family can use the Internet at the same time for online banking, video gaming, shopping or for downloading videos or films, and all with the same service. Cogeco's HSI Turbo 20, Ultimate 40 and Ultimate 60 packages meet those needs,” declared Anne Isabelle Roussy, Vice-President, Marketing and Product Development at Cogeco Cable Canada.

Cogeco's Turbo 20, Ultimate 40 and Ultimate 60 are powered by DOCSIS 3.0, a technology of data compression that allows a more efficient and economical use of bandwidth. Thus, Cogeco Cable Canada is in a very good position to meet the increasing bandwidth need at a very competitive price and to offer access to a higher data rate, a better video configuration and an increased level of safety.

What's more, Cogeco includes its full suite of security services for these packages. Rental of a wireless modem is available at the cost of \$2.95 per month. The Turbo 20, Ultimate 40 and Ultimate 60 packages will continue to be rolled-out gradually throughout Cogeco Cable Canada's territory.

ABOUT COGECO CABLE CANADA

Cogeco Cable Canada regroups the Canadian cable operations of Cogeco Cable Inc. (www.cogeco.ca). Cogeco Cable Canada is the second largest cable operator in Ontario and

Quebec in terms of the number of Basic Cable service customers served. Cogeco Cable Inc. 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 Analogue and Digital Television, High Speed Internet («HSI») and Telephony services. Through its subsidiaries Cogeco Data Services and PEER 1 Hosting, Cogeco Cable Inc. 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 Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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