



PRESS RELEASE
FOR IMMEDIATE RELEASE

Cogeco's Turbo 20, Ultimate 30 and Ultimate 60 High Speed Internet packages now available in Huntsville and Renfrew

Montréal, July 30, 2013 – Cogeco Cable Inc. (TSX: CCA) announces the launch of its Turbo 20, Ultimate 30 and Ultimate 60 High Speed Internet (HSI) packages in Huntsville and Renfrew, Ontario, 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'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 150 GB.

The Ultimate 30 package offers speeds of up to 30 Mbps for downloads and up to 2 Mbps for uploads with monthly data transfer capacity of 275 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 375 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 30 and Ultimate 60 packages meet those needs," said Ron Perrotta, Vice-President, Marketing and Strategic Planning at Cogeco Cable.

Cogeco's Turbo 20, Ultimate 30 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 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 for these three packages. The Turbo 20, Ultimate 30 and Ultimate 60 packages will continue to be rolled-out gradually throughout Cogeco's territory.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca) 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 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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Information:

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