



PRESS RELEASE
FOR IMMEDIATE RELEASE

Cogeco Cable Canada launches Business Ultimate – a new High Speed Internet Business package of 120 Mbps and improves its Business Internet offering

Montreal, January 21, 2014 – Cogeco Cable Canada (“COGECO”) announced today the launch of a new Business High Speed Internet (HSI) package named Cogeco Business Ultimate, with download speeds of up to 120 Mbps and upload speeds of up to 10 Mbps. This important launch is the key element in a series of improvements on the entire range of Cogeco's Business Internet packages, beginning today.

The new 120 Mbps Business Ultimate package is already available where technology permits and will be gradually rolled out to a larger territory. It should be noted that the main hubs of the economic regions served by Cogeco will be part of this initial deployment phase.

Business Ultimate is the most powerful in Cogeco Business Solutions' “cable” series (with the exception of its “Fibre” services) and it will be replacing the Ultimate 60 Business package with a download speed doubling that of its predecessor's. Where possible, current Ultimate 60 business customers will automatically be migrated to the Ultimate Business package at no additional cost or rate increase and will benefit from a vastly improved performance.

In addition to this launch, the rest of Cogeco's Business Internet packages also benefit from significant improvements such as, various increases in speed, the introduction of a new intermediate package named *Cogeco Business 28* and more easily accessible static IP addresses. All this fine-tuning will serve to round out the numerous improvements made to the packages during 2013, including the the introduction of unlimited data transfer capacity to all packages last Fall at no extra cost.

Johanne Hinse, Vice President of Sales and Business Development for Cogeco Cable Canada, highlights the importance of these upgrades in the following statement, “The demand for increased speed and better performance regarding Business Internet services is rapidly growing. Businesses are looking to increase their productivity and optimize their efficiency using an ultra-fast Internet connection. Our improved offering meets our business customers' needs and illustrates the efforts we are making to provide them with consistently more robust and flexible Internet services.”

More information on Cogeco Business Solutions High Speed Internet packages is available at www.CogecoB.ca

ABOUT COGECO CABLE CANADA

Cogeco Cable Canada (www.cogeco.ca) regroups the Canadian cable operations of Cogeco Cable Inc. 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 20 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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