

For immediate release

Laurentian Bank Chooses Cogeco Data Services to Manage its Corporate Telecommunications Across Canada

Laurentian Bank selects Cogeco Data Services' all-optical solution to increase its offices' capacity across Canada and improve customer experience

TORONTO, July 15, 2014 – Cogeco Data Services announced today a five-year partnership with Laurentian Bank, a financial institution with activities across Canada, to manage the company's corporate telecommunications program.

"We needed to upgrade our entire telecommunications network and the technology infrastructure that supports our 225 offices and 425 ATMs. The solution proposed by Cogeco Data Services was customized to support our projected business growth and evolving customer needs, by incorporating a high-speed bandwidth component that allows for smooth management of our extensive and frequent transactions," said Michel Racine, Vice-President, Real Estate Management, Laurentian Bank. "We have particularly appreciated Cogeco Data Services' tailored and personal approach and are confident that this partnership will enhance our performance," concluded Mr. Racine.

"As a company that processes millions of transactions for clients across the country every year, industry-leading technology infrastructure is essential to Laurentian Bank's operations. We are delighted to come on board as their technology partner to support them in delivering competitive banking solutions and seamless customer experiences," said Tony Ciciretto, President and CEO, Cogeco Data Services and Peer 1 Hosting. "Our solution will increase the company's data capacity through a secure and privately hosted network, customized to the company's unique needs."

Cogeco Data Services' wholly-owned all-optical transport platform supports services and speeds of up to 10 Gigabits and beyond, and includes around the clock proactive monitoring and support features that provide an effective, secure and reliable service that integrates voice, data and multimedia applications in a unified architecture.

About Laurentian Bank

Laurentian Bank of Canada is a banking institution whose activities extend across Canada. Recognized for its excellent service, proximity and simplicity, the Bank serves one and a half million clients throughout the country. Founded in 1846, the Bank is among the 2014 edition of the Montréal's Top Employers competition, which showcases the city's top 25 companies offering enviable places to work. It currently employs some 3,800 people whose talent and dedication has made it a major player in numerous market segments.

Laurentian Bank distinguishes itself through the excellence of its execution and its agility. Catering to the needs of retail clients via its extensive branch network and constantly evolving virtual offerings, the Bank has also earned a solid reputation among SMEs, larger businesses and real estate developers thanks to its growing presence across Canada and its specialized teams in Ontario, Québec, Alberta and

British Columbia. For its part, the organization's B2B Bank subsidiary is a Canadian leader in providing banking and investment products and services to financial advisors and brokers, while Laurentian Bank Securities is an integrated broker that is also widely known for its expert and effective services nationwide. The institution has more than \$33 billion in balance sheet assets and more than \$39 billion in assets under administration.

About Cogeco Data Services

With its suite of ICT solutions (Data Centre, Managed IT, Private and Public Cloud IaaS, Connectivity, Voice and Professional Services), Cogeco Data Services supplies its customers with the fast, reliable and secure ability to access, manage, move and store large amounts of data worldwide. The Company's 'always on', tier 3 quality data centres and reliable, redundant network provide some of Canada's largest companies and public sector organizations with near limitless bandwidth and secure facilities for hosting, storing and managing mission critical data.

For more information about Cogeco Data Services, a wholly-owned subsidiary of Cogeco Cable Inc. (TSX:CCA), visit cogecodata.com, or connect with us on LinkedIn, Twitter, and YouTube.

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