



PRESS RELEASE
For immediate release

Louise St-Pierre, President and Chief Executive Officer of Cogeco Cable Canada, receives the « Mercure Leadership Germaine-Gibara » Award

Montreal, May 1, 2014 – Cogeco Cable Inc. (TSX: CCA) is proud to announce that Ms. Louise St-Pierre, President and Chief Executive Officer of Cogeco Cable Canada, has received the « Mercure Leadership Germaine-Gibara » Award from the Fédération des chambres de commerce du Québec (FCCQ) and Sun Life Financial. This distinction, awarded at the gala ceremony for the 34th edition of the Mercuriades, Quebec's most prestigious business awards, which took place on April 30, 2014, at the Palais des congrès de Montréal, recognizes the contributions of exceptional businesswomen.

The award, named in honour of Germaine Gibara, a leading businesswoman who made her mark in the Quebec and Canadian business communities, aims at recognizing businesswomen who, like Ms. Gibara, have distinguished themselves through their career-long boldness and vision.

"It is with great pride that we extend our warmest congratulations to Louise St-Pierre on receiving this award," stated Louis Audet, President and Chief Executive Officer of Cogeco Cable Inc. He continued: "We are fortunate at Cogeco to have the privilege and honour of having Louise at the helm to lead Cogeco Cable Canada into the future. She is a true pioneer, being one of the first women to attain a senior position in the telecommunications industry and one of the only women in Canada to oversee all areas of activity of a company in our sector. Over the past 15 years, Louise has contributed greatly to the growth of the company, which is now considered a flagship firm of the Canadian telecommunications industry."

For her part, Ms. St-Pierre commented: "I am deeply honoured to receive the « Mercure Leadership Germaine-Gibara » Award, and I would like to sincerely thank the FCCQ and Sun Life Financial. The role played by women within our organization, and their presence in senior positions, are of paramount importance. This award, named in honour of a great businesswoman, is therefore of special significance to me. I'd like to take this opportunity to strongly encourage all women and organizations to redouble their efforts to promote the advancement of all women and reach new heights."

For more information on the FCCQ and the Mercuriades, please visit <http://www.mercuriades.ca>.

ABOUT COGECO CABLE INC.

Cogeco Cable Inc. (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 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).

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.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

- 30 -

Information:

Nancy Bouffard
Corporate Communications
Tel: (514) 764-4700