



NEWS
For immediate release

Cogeco Cable Canada and Magog Technopole announce the rollout of new telecommunication technologies in Magog

Vision of a “smart city” takes shape for the people of Magog

Montréal, September 9, 2013 – Cogeco Cable Canada (“Cogeco”) and Magog Technopole announce today the rollout of new telecommunication technologies that will serve Magog residents, businesses, industries and institutions. This announcement falls within the scope of the vision of Magog as one of Québec’s first “smart cities.”

Cogeco is committed to bringing significantly more advanced telecommunication technologies to the Magog area by the spring of 2014, providing download speeds that are 10 times faster than what is currently the average speeds used in Magog. In accordance with the City’s recently announced revitalization plan, Cogeco’s new telecommunication technologies will support a Wi-Fi network, accessible to everyone in downtown Magog, bringing more people into the city centre in the interests of merchants and their customers.

Already present in Magog’s industrial park with an ultra-high-speed fibre-optic network, Cogeco is also committed to extending its fibre-optic network to the future Technoparc, turning Magog into a major hub for new companies seeking to relocate in an environment where cutting edge technologies allowing them to expand their global horizons are easily accessible.

The implementation of these new telecommunication technologies will enable residential and business customers to download data more quickly and to launch applications such as video messaging, interactive electronic games, videoconferencing, telematics applications and continuous entertainment services.

“From the time we announced our ‘smart city’ vision, Cogeco responded quickly, proposing us a collaborative project during the exploratory phase of our mandate. Cogeco is a partner that has distinguished itself by demonstrating a clear understanding of Magog Technopole’s economic development mandate and green information and communication technologies (“ICT”). We are proud to be collaborating with Cogeco, a company which has shown great interest and creativity in its thinking on this project and which has proven flexible in its interactions with us,” stated Michel Lamontagne, Chair of the Board of Magog Technopole.

“With a presence in Magog of over 25 years, Cogeco has always been involved in the Magog community’s everyday life and intends to continue doing so. Cogeco listens to its customers, as it has always done, in order to better serve them by offering high-quality and cutting edge technologies. This project is well in line with our commitment to go beyond our customers’ expectations and needs, and to favour the economic development of Magog and its community,” stated Louise St-Pierre, President and CEO of Cogeco Cable Canada.

ABOUT MAGOG TECHNOPOLE

Magog Technopole is a non-profit making organisation, whose mission is to encourage the growth of the Information and Communication Technologies Sector (ICT) and green technologies in the town of Magog, through the development of a distinct, welcoming environment and by promotion of these to businesses in order to encourage their location.

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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