



PRESS RELEASE
For immediate release

Cogeco Cable Canada confirms its commitment to customer privacy

Montréal, October 28, 2013 – Cogeco Cable Canada (« Cogeco ») confirms today its commitment to its customers' privacy. This confirmation is made in light of a telecommunications company's recent decision to modify its privacy policy to allow for the collection of data on its subscribers' TV viewing and web navigation habits, as well as telephone usage pattern, a decision which has provoked recent outrage by Canadian consumers and consumer associations, among others.

“Cogeco shares their concerns with regard to the usage of personal data. Cogeco does not publicly disclose or sell data on its customers' behavior patterns identified through their network usage. Cogeco furthermore does not sell personal information to third parties for sales or marketing purposes,” stated Louise St-Pierre, President and Chief Executive Officer, Cogeco Cable Canada.

The collection and usage of personal information entrusted to Cogeco Cable Canada by its customers is governed by Cogeco's Privacy Commitment and Policy, both of which are disclosed publicly on its corporate website.

For more information on COGECO's Privacy Commitment and Policy, please visit

http://www.cogeco.ca/cable/corporate/cca/privacy_commitment.html

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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 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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