



**PRESS RELEASE**  
**For immediate release**

## **Cogeco Cable Canada honoured by *Service Quality Measurement Group, Inc.* (“SQM Group”) for the quality of its customer service in 2013**

**Montréal, January 24, 2014** — Cogeco Cable Canada (“Cogeco”) is proud to be among the recipients of SQM Group’s North American Call Center Industry 2013 Awards. Cogeco is recognized for having obtained the highest level of customer service in the Canadian telecommunications and television industry.

Cogeco is also being awarded for having the highest customer satisfaction for navigating customers to the right customer representative the first time they call through their interactive voice response system, for North America.

Cogeco has been recognized for the excellence of its call center customer service by SQM Group five years over the course of the last seven. What makes these awards unique is that they are judged using the voice of the customer (“VOC”). Cogeco will be attending SQM’s 15<sup>th</sup> Annual Call Center Industry Conference & Awards ceremony, April 15 and 16, 2014 in Washington, D.C. to receive their prestigious awards of excellence.

The President and Chief Executive Officer of Cogeco Cable Canada, Ms. Louise St-Pierre, is elated to receive these Service Quality Awards of Excellence on behalf of Trois-Rivières and Burlington call centre employees. “At Cogeco, our mission is unequivocal: *Powerful connections for our customers. Genuine connections with our customers.* This dedication to our customers motivates each one of our daily actions. Receiving this award is a clear reflection of the attention, attentiveness and authenticity we instil in our customer relationships. They remind us that we are a business that is close to the communities that we serve and that our customer service is unparalleled in the industry. I congratulate all of our employees, as they have proven, once again, their engagement to live, day in and day out, with the mission and values of our organization in mind. I know what tremendous efforts had to be deployed and I am very proud of the team and this achievement. In closing, I wish to thank our customers for their loyalty and their unwavering confidence,” said Louise St-Pierre.

Each year, Cogeco’s call centres provide quality service for more than 1 million residential and business customers throughout Québec and in Ontario via different communication platforms, 24 hours a day, 7 days a week. Since 1996, SQM Group has been a leading North American research firm for benchmarking, consulting and awarding FCR call center performance. SQM conducts over 1 million surveys for over 450 leading international call centers on an annual basis.

### **ABOUT COGECO CABLE CANADA**

Cogeco Cable Canada ([www.cogeco.ca](http://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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