



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

## **Cogeco Cable Canada brings free Wi-Fi access to downtown Magog**

**Montreal, May 5, 2014** – Cogeco Cable Canada (“Cogeco”), jointly with Magog Technopole and the downtown Magog revitalization committee, is pleased and proud to announce today that wireless Internet is now available to anyone along Principale and Merry streets in the downtown area. The free Wi-Fi access is being provided courtesy of Cogeco Cable Canada. The launch of this pilot project, aimed at residents and visitors alike, is in keeping with Magog’s vision of becoming one of Quebec’s first “smart cities.”

The Wi-Fi hotspots on these two main downtown arteries are powered by Cogeco’s significantly more advanced telecommunication technologies, absolutely free. Mindful of responding to the community’s Wi-Fi connectivity needs, Cogeco has installed 20 access points in that area. To log on, users simply choose the network “Cogeco Wi-Fi.”

“We are very enthusiastic about the implementation of this project,” stated Johanne Hinse, Vice President, Sales and Business Development, Cogeco Cable Canada, adding: “It is perfectly in tune with our commitment to being a company that is close to the communities we serve, and to serve them with the best available technology. Cogeco has had a presence in Magog for more than 25 years. We’ve always been involved in the daily life of this community, and we intend to continue doing so.”

For his part, André Métras, Managing Director, Magog Technopole, noted: “Today’s announcement, above all, speaks to the very energetic response from Cogeco to this project that was initially led by Magog Technopole. This network, with its very robust architecture, is a value-added complement to Magog’s attractiveness as a destination, as well as its quality of life. It’s great news for our business community, our citizens and our many visitors.”

And Vicki May Hamm, Mayor of the City of Magog, said: “I’m especially happy to see this pilot project launched because it is so perfectly in line with our greatest aspiration: to make Magog into Quebec’s first “smart city.” Any partnership or project that brings us closer to that goal delights me to no end. To bring this ambitious project to fruition, the city needs reliable partners who are on board for the long term. So I’m very happy that we’re able to rely once again on the Cogeco, which has been an invaluable partner of ours for many years.” She concluded: “This initiative is also in keeping with the Magog’s downtown revitalization project, and I’m convinced that free Wi-Fi is something that will attract people to our streets and sidewalk cafés, making the downtown area an even more exciting and vibrant place to be.”

**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. 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. 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. 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 MAGOG TECHNOPOLE**

Magog Technopole is a non-profit making organisation, supported by the City of Magog, 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 THE CITY OF MAGOG**

With a population of 26,500 inhabitants, Magog is the central city of the Memphrémagog Regional Country Municipality and the second largest in the Estrie region after Sherbrooke. It offers all the services and benefits of a large city, in an exceptional setting on the shore of majestic Lake Memphremagog and at the foot of Mount Orford, making it a favoured destination for tourists, day trippers and retired persons.

The City of Magog is seeking to diversify and energize its economy so as to attract more young families to live and work there, while preserving its distinctive quality of life. To define specific directions and clear objectives shared by the community, the city conducted a strategic planning exercise that resulted in various actions. A downtown revitalization initiative, implementation of measures to attract and support businesses in the industrial and technology sectors, and a review of the master development plan are just a few examples of the steps that have been taken to make Magog into a "smart city" offering exceptional quality of life for citizens of all ages.

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