PRESS RELEASE

For immediate release

COGECO CABLE CANADA ENHANCES ITS SERVICES IN BÉCANCOUR AND NEIGHBOURING CITIES

Introducing faster Internet speeds and new HD channels

Montreal, January 11, 2016 – Cogeco Cable Canada is proud to announce that it is improving its high speed Internet and television services in the Bécancour area. The company is providing greater speeds for some of its residential and business Internet packages while also launching its new high speed Ultimate 120 Internet package for residential customers. These improvements are effective immediately. As well, Cogeco Cable Canada announces that it is improving its television service even further, with the launch of an expanded range of high-definition (HD) channels. The progressive roll-out of these HD channels, which began in the fall, will be completed next week, with up to 134 HD channels available, depending on the area.

Improved high-speed Internet service

"Thanks to the improvement of our Internet network in the Bécancour area, we are very proud to be able to offer our customers even greater speeds, further proof of our commitment to providing them with the best Internet experience possible," says Daniel Boisvert, Vice President, Marketing and Innovation, Cogeco Cable Canada.

Clients with a subscription to the packages targeted by this change can already benefit from this service enhancement, at no additional cost, in the following cities: Aston Jonction, Baie-du-Febvre, Bécancour, Daveluyville, Deschaillons-sur-Saint-Laurent, Gentilly, Grand-St-Esprit, Maddington Falls, Nicolet, Odanak, Pierreville, Sainte-Angèle-de-Laval, Sainte-Anne-du-Sault, Saint-Célestin, Sainte-Eulalie, Saint-François-du-Lac, Sainte-Gertrude, Saint-Grégoire, Saint-Léonard-d'Aston, Sainte-Monique, Saint-Pierre-les-Becquets, Saint-Sylvère, Saint-Wenceslas, Wôlinak and Yamaska. Residential customers can also select the new Ultimate 120 package.

Highlights of the RESIDENTIAL improvements and new packages:

ENHANCED PACKAGES	DOWNLOAD SPEEDS (no change)	NEW UPLOAD SPEEDS	BITCAP (GB) (no change)
Turbo 40	Up to 40 Mbps	From up to 2 Mbps **to up to 10 Mbps**	160 GB
Ultimate 60	Up to 60 Mbps	From up to 2 Mbps **to up to 10 Mbps**	260 GB
Ultimate 60 Unlimited	Up to 60 Mbps	From up to 2 Mbps **to up to 10 Mbps**	Unlimited

NEW PACKAGES	DOWNLOAD SPEEDS	UPLOAD SPEEDS	BITCAP (GB)
Ultimate 120	Up to 120 Mbps	Up to 10 Mbps	400 GB
Ultimate 120 Unlimited	Up to 120 Mbps	Up to 10 Mbps	Unlimited

Highlights of the BUSINESS improvements:

ENHANCED PACKAGES	NEW DOWNLOAD SPEEDS	NEW UPLOAD SPEEDS	BITCAP (GB) (no change)
Business Launch	Up to 20 Mbps (no change)	From up to 2 Mbps **to up to 10 Mbps**	Unlimited
Business Select	From up to 40 Mbps **to up to 50 Mbps**	From up to 2 Mbps **to up to 10 Mbps**	Unlimited
Business Premium	From up to 60 Mbps **to up to 80 Mbps**	From up to 2 Mbps **to up to 10 Mbps**	Unlimited

Roll-out of new HD channels

Cogeco Cable Canada announces the roll-out of a larger number of HD channels in various areas in Bécancour and neighboring cities. Since late October, the company has gradually introduced a broader range of HD channels at no additional charge to existing customers who have already subscribed to equivalent standard-definition channels. The roll-out will be completed next week and customers will see that many of their favourite channels are now available with superior image quality, depending on their individual packages. Cogeco Cable Canada now offers up to 134 HD channels, depending on the area.

“This improvement in our service is part of our ongoing commitment to better meet the changing needs of our customers, many of whom have HD TVs, set-top boxes and recorders,” says Mr. Boisvert. “By providing them with a diverse range of television content with higher resolution, our customers can get even more out of their initial investment of purchasing or renting HD equipment and enjoy an outstanding entertainment experience.”

Cogeco Cable Canada reminds its customers that all the new English-language HD channels it offers are in the 700 range. French-language HD content is in the 500 range and HD sports content in the 800 range.

To learn more about Cogeco Cable Canada’s high speed Internet offering or to get the complete list of HD channels, visit www.cogeco.ca.

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 Québec in terms of the number of basic cable service customers served. It provides its residential and small business customers with video, Internet and telephony services through its two-way broadband cable networks. Cogeco Cable Inc. is a communications corporation and is the 11th largest hybrid fibre coaxial cable operator in North America operating in Canada under the Cogeco Cable Canada brand name in Québec and Ontario, and in the United States through its subsidiary Atlantic Broadband in western Pennsylvania, south Florida, Maryland/Delaware, South Carolina and eastern Connecticut. Through Cogeco Peer 1, Cogeco Cable Inc. provides

its business customers with a suite of information technology services (colocation, network connectivity, managed hosting, cloud services and managed IT services), through its 21 data centres, extensive FastFiber Network™ and more than 50 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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Information and interview requests:

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