PRESS RELEASE

For immediate release

COGECO CABLE CANADA UNVEILS ITS ALL-NEW CLOUD APPLICATION SOLUTION ADAPTED TO THE NEEDS OF ITS BUSINESS CUSTOMERS IN QUÉBEC AND ONTARIO

Montreal, September 30, 2015 – Cogeco Cable Canada announced today that it will be launching in October its new *"Online Productivity Tools"* suite of cloud-based applications designed to meet the needs of its business customers and small and medium-sized businesses (SMBs) in Québec and Ontario.

The *"Online Productivity Tools"* portal www.cogeco.ca/online-productivity offers a range of proven business applications renowned worldwide. Cogeco Cable Canada is the first Canadian telecommunications service provider to offer the *Google Apps for Work*™ application enabling its business customers to improve collaboration and productivity at work. Other solutions available include *Microsoft® Office 365*™ as well as *McAfee®* from *Intel® Security* and *F-Secure®* to provide computer security and protection, and *Mozy®* to back up data online.

This new offer presents several advantages that were not previously available to the Canadian market. Cogeco Cable Canada, as a trusted business advisor, is not only offering a choice of many reliable applications in different categories, but also has a team of experts available to help customers select the applications best suited to their specific needs. In addition, customers can benefit from first-class technical support, including optional assistance for installation, migration as well as product focused training.

The cloud-hosted applications offer performance, robustness and flexibility for companies looking for adaptable technology solutions that are managed centrally in a user-friendly and easy-to-use portal. As an example, *"Online Productivity Tools"* can facilitate real-time collaboration among employee groups, enabling the modification and sharing of files with colleagues, customers and partners using any Internet connected device.

"Studies show that the interest of SMBs in the use of cloud-based business services has grown steadily in recent years. These companies are increasingly using IT applications to support their employees' work," says Anne Isabelle Roussy, Vice President, Marketing and Product Development at Cogeco Cable Canada. "Today, we are introducing our new cloud application solution *"Online Productivity Tools"* to help them enhance their efficiency and business performance; this is a simple, integrated solution for managing applications used by all their employees. We are also proud to offer personalized support, a key factor for SMBs that often lack the internal resources to manage their company's IT."

Users of Cogeco Cable Canada *"Online Productivity Tools"* will receive continuous application updates without having to worry about managing obsolete versions. Everything will be listed on a single Cogeco Cable Canada invoice and subscriptions are available on a monthly or annual basis.

For more information on all of Cogeco Cable Canada's *"Online Productivity Tools"* in Québec and Ontario, visit www.cogeco.ca/online-productivity.

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. Its two-way broadband cable networks provide to its residential and small business customers Analog 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 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 its combined subsidiaries, Cogeco Data Services and Peer 1 Hosting, Cogeco Cable Inc. provides to its business customers a suite of information technology services (data transport, colocation, cloud and managed services, and dedicated hosting), with 21 data centres as well as 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).

- 30 -

Information and interview requests:

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