PRESS RELEASE

For immediate release

Always attentive to its residential and business clients' needs, Cogeco Cable Canada is set to improve and enhance its High Speed Internet services in Lindsay

Montréal, August 27, 2015 – Cogeco Cable Canada is proud to announce today the deployment of new download and upload speeds for some of its Internet residential and business packages in Lindsay, Ontario. Current subscribers will be able to benefit from this service improvement at no additional cost. Furthermore, for its bandwidth-hungry residential and business customers in the region, Cogeco Cable Canada introduces its new Ultimate 120 and Business Ultimate packages.

"Given the increasing interest in online activities such as sharing social media content, pictures and videos, our residential customers' needs in terms of Internet speeds are growing. The improvements and the introduction of our new Ultimate 120 package announced today will meet the needs of a vast majority of our customer base. We are offering to Lindsay customers a suite of high-speed Internet services at very competitive prices!" stated Anne Isabelle Roussy, Vice-President, Marketing and Product Development, at Cogeco Cable Canada.

The changes will allow for higher download speeds with the new package and more bandwidth, which will enhance the customers' online experience when browsing the web or watching online content on sites such as Netflix and YouTube.

Highlights of the improvement and new residential packages:

ENHANCED PACKAGES	DOWNLOAD	UPLOAD	BITCAP (GB)
Turbo 30	30 Mbps	2 Mbps to **10 Mbps**	175 GB
Ultimate 55	55 Mbps	2 Mbps to **10 Mbps**	275 GB
Ultimate 55 Unlimited	55 Mbps	2 Mbps to **10 Mbps**	unlimited

NEW PACKAGES	DOWNLOAD	UPLOAD	BITCAP (GB)
Ultimate 120	Up to 120 Mbps	Up to 10 Mbps	425 GB
Ultimate 120 Unlimited	Up to 120 Mbps	Up to 10 Mbps	unlimited

Everywhere in its markets, Cogeco Cable Canada has seen that the demand for increased capacity and speed in Business Internet services is growing quickly. More than ever, businesses that are looking to grow their productivity and optimize their efficiency need an ultra-fast Internet connection without having to change or pay for more expensive packages.

"These improvements are of the utmost importance to our business customers who are located in various Ontario communities, to better serve their customers regardless of where they are and, at the same time, to optimize their business interactions which are at the core of their priorities. This enhancement to our services helps them increase their reach and their productivity, while also enabling them to multiply the number of users and Internet connections, without worrying about reduced speed or performance," added Ms. Roussy.

Highlights of the improvement and new business package:

ENHANCED PACKAGES	DOWNLOAD	UPLOAD	BITCAP (GB)
Business Launch	20 Mbps	2 Mbps to **10 Mbps**	Unlimited
Business Select	40 Mbps	2 Mbps to **10 Mbps**	Unlimited
Business Premium	60 Mbps to **80 Mbps**	2 Mbps to **10 Mbps**	Unlimited

NEW PACKAGE	DOWNLOAD	UPLOAD	BITCAP (GB)
Business Ultimate	Up to 120 Mbps	Up to 20 Mbps	Unlimited

For more details on these new packages or Cogeco Cable Canada's residential or business High Speed Internet packages in Ontario, please visit our website www.cogeco.ca, in the residential or business section, under the "Ontario" tab.

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 20 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: Katherine Chartrand
Director, Public Relations
Tel: (514) 764-4674
katherine.chartrand@cogeco.com