PRESS RELEASE

For immediate release

COGECO CABLE CANADA RECEIVES THE SMART COMMUTE PAN AM PREPAREDNESS AWARD

Montreal, November 20, 2015 – Cogeco Cable Canada is proud to announce that its Burlington office, as part of the Halton Transportation Management Association (Smart Commute Halton), took home the Pan Am Preparedness Award last night at the Smart Commute Awards event held at the St. Lawrence Hall in Toronto. This honour is an acknowledgement of the efforts that Cogeco Cable Canada put forth to ensure the company was well prepared from a business continuity standpoint, and to generate awareness and prompt behaviour change amongst its workforce leading up and during the Toronto 2015 Pan Am/Parapan Am Games.

“I am very proud of this recognition, which is a tribute to Cogeco Cable Canada’s culture of preparedness, as well as to the dedication and talent of our Business Continuity team”, said Michel Blais, Vice President, Customer Solutions, Cogeco Cable Canada. “Our Burlington office is at the cornerstone of our operations in Ontario, so it was crucial to ensure continuity of operations for our customers, while at the same sharing the excitement of the Games with our community”.

With the support of senior management, Shawn Cowley, Manager, Business Continuity and Development, and Chair of Sustainability Cogeco (the company’s green team), instituted a cross functional planning committee and developed a multi-pronged approach. Efforts included awareness campaigns for employees, promotion of Smart Commute services such as carpooling and a shuttle service between Appleby GO Station and the Burlington office. In addition, Cogeco Cable Canada encouraged employees to work remotely, to travel during off-peak hours (flexible hours) and to go on vacation during that period, thereby limiting employee travel to the Greater Toronto and Hamilton Area.

Maribeth Tessier, Senior Director, Network Operations and Corporate Social Responsibility, Customer Solutions, Cogeco Cable Canada, added: “Our organization is committed to being a leader in terms of business continuity strategies, so our readiness for the Games was a top priority. Our approach proved to be highly successful in preparing Cogeco and our staff for work and travel during the Games. Being recognized for our achievements is truly exceptional and the credit goes to the entire team, and especially to Shawn Cowley, whose leadership was instrumental to our success”.

“Our goal leading up to the Toronto 2015 Pan Am and Parapan Am Games was to ensure businesses were aware of the changes to the area’s transportation systems, and that there were steps they could take to minimize disruption and support business continuity” said Nadine Navarro, Manager, Smart Commute. “We are proud to honour Cogeco Cable Canada with the Award in this category as they have put forth exceptional efforts in developing solid strategies in preparation for the Games. They have also shown their leadership by acting as an example of successful planning, presenting their approach at Ministry of Transportation of Ontario workshops and sharing strategies with the business community.”

Smart Commute is a program of Metrolinx, an agency of the Ontario Government which, with the support of local municipalities, aims to reduce traffic congestion and improve transportation efficiency within the Greater Toronto and Hamilton area. Area employers and commuters are provided with services and assistance to explore different commuting options, such as carpooling, transit, cycling, walking, telework and flexible work hours. Smart Commute Awards were introduced in 2007 to officially recognize employer members or partners who have put forth exceptional effort in implementing programs to support a variety of travel options.

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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