



PRESS RELEASE
For immediate release

Cogeco Cable and Twentieth Century Fox Film Sign Video On Demand Deal

Montréal, March 26, 2007 – Cogeco Cable and Twentieth Century Fox announced today that they have signed an agreement that will bolster Cogeco Cable's video-on-demand (VOD) offering by adding Twentieth Century Fox's new releases and classic movies to the service.

Twentieth Century Fox's stellar new release line up will be available to Cogeco Cable customers on a VOD basis as of today. Twentieth Century Fox's box office hits available on the service include *X-Men The Last Stand*, *Ice Age: The Meltdown*, *The Devil Wears Prada* and *Little Miss Sunshine*, in addition to many other new release and library titles. On April 4th, the groundbreaking phenomenon *Borat* will debut on Cogeco Cable's VOD service giving customers easy access to this critically acclaimed and award winning comedy.

"Our VOD service is growing in popularity and we are thrilled to be associated with 20th Century Fox, which produces many blockbusters each year. This agreement will enable us to enhance our VOD selection as well as our customers' VOD experience," said Ron Perrotta, Vice President of Marketing at Cogeco Cable.

"With a top slate of films over the past several years, we've had some great results with our VOD partners in the U.S. and Canada and we are excited to build on that success with Cogeco," said Jamie McCabe, Executive Vice President, Worldwide PPV, VOD and EST, Twentieth Century Fox.

Cogeco Cable customers can access the VOD content on channels 1, 299, and, in Ontario, 267, where they can choose from more than 1000 titles of programming including new movies, classic titles and children's programs.

Subscribers enjoy access to the movie libraries of Twentieth Century Fox, Warner Bros. Picture, Sony Pictures Television International, Universal Studios Television Distribution Canada, MGM Home Entertainment, Alliance Atlantis Motion Picture Distribution (which also represents certain U.S. studios), Lions Gate, representing 70% of domestic box office receipts, as well as Corus Entertainment and several other VOD programming providers.

The Cogeco Cable network employs technology that makes interactivity possible. Through the digital platform, customers benefit from a two-way connection with the network, enabling them to take advantage of an array of interactive services such as VOD, Subscription VOD, High Definition Television, the fastest and most secure high-speed Internet in Canada as well an all-inclusive digital phone service.

ABOUT COGECO CABLE

Cogeco Cable (www.cogeco.ca), a telecommunications company offering a diverse range of services to its customers in Canada and in Portugal, is the second largest cable operator in Ontario, Québec and Portugal, in terms of the number of basic cable service customers served. The Corporation invests in state-of-the-art broadband network facilities, delivers a wide range of services over these facilities with great speed and reliability at attractive prices, and strives to provide both superior customer care and growing profitability to satisfy its customers' varied electronic communication needs. Through its two-way broadband cable networks, Cogeco Cable provides its residential and commercial customers with analog and digital video and audio services, high speed Internet access as well as telephony services. The Corporation provides about 1,649,000 revenue-generating units (RGUs) to approximately 1,439,000 homes passed in its Canadian service territory and 650,000 RGUs to approximately 829,000 homes passed in its Portuguese service territory. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (CCA).

ABOUT 20th CENTURY FOX

20th Century Fox is a subsidiary of News Corporation. News Corporation's diversified global operations in the United States, Canada, the United Kingdom, Australia, Europe, Latin America and the Pacific Basin include the production and distribution of motion pictures and television programming; television, satellite and cable broadcasting, the publication of newspapers, magazines and books; the production and distribution of promotional and advertising products and services; the development of digital broadcasting; the development of conditional access and subscriber management systems.

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