



PRESS RELEASE
For immediate release

Cogeco Cable Launches Anime Network On Demand on Digital Cable

Montreal, November 7, 2006 – Cogeco Cable announced today the launch of Anime Network On Demand, a new Subscription Video On Demand service. Anime Network On Demand is available to Cogeco Cable Ontario Digital Cable customers starting today and will be offered to Québec Digital Cable customers soon.

"Anime Network on Demand is exclusive to Digital Cable and we're delighted to include it as part of our exciting Cogeco On Demand line-up," said Ron Perrotta, Vice President, Marketing at Cogeco Cable. "We are committed to offering our customers the TV experience they are looking for. With Cogeco On Demand, they can play, pause, stop or fast forward their favourite programs. Video On Demand services prove once more how Digital Cable is the most advanced, interactive, and convenient technology available today for Canadian television subscribers."

Launched in North America in late 2002, Anime Network On Demand is America's #1 Anime Channel, reaching more than 40 million households with thousands of hours of exciting, eye-catching serialized programming. It's an entire anime library at your fingertips, everything from brand new shows to old school classics, giant robots to magical girls and even dubbed and subtitled programming! You can see the original series *Gatchaman!* It's the show that started some of your childhood favourites like *Battle of the Planets* and *G-Force*.

Anime Network On Demand can be found on channel 246 and is available for \$6.99 per month, starting today for Ontario Digital Cable customers, and in the weeks to come for Québec customers.

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 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 infrastructures, Cogeco Cable provides its residential and commercial customers with analog and Digital Television and audio services, High Speed Internet access as well as Telephony services. The Corporation provides about 1,556,000 revenue-generating units (RGU) to approximately 1,477,000 homes passed in its Canadian service territory and 629,000 RGUs to approximately 826,000 homes passed in its Portuguese service territory. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (CCA).

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