



PRESS RELEASE
For immediate release

Cogeco Cable Upgrades its Digital and High Definition TV Services

Montréal, August 22, 2006 — Cogeco Cable (TSX: CCA) today announced the launch of five new High Definition (HD) channels and two new Standard Definition (SD) channels.

“Our customers are increasingly interested in our HD television service as they discover the outstanding quality this technology offers. As the number of available high definition programs and channels increases, Cogeco Cable strives to continuously provide the best possible HD offering,” declared Mr. Ron Perrotta, Vice President, Marketing of Cogeco Cable.

In the wide majority of Cogeco Cable systems in Ontario, HD customers subscribing to the Movies Package will gain access to Mpix HD. Mpix offers decades of unforgettable films, from classic thrillers to suspenseful and action-packed movies. Mpix HD, available on position 298, is also a unique window for often unseen or forgotten classic Canadian movies.

Furthermore, the majority of Cogeco Cable HD customers of the Burlington, Oakville, Hamilton, Brockville, Windsor, Lindsay, Smiths Falls and Kingston areas will be able to enjoy new HD channels, free of charge.

- High Definition Basic package subscribers can now watch SUN TV HD’s distinctive drama and entertainment programs from Canada, the U.S. and international sources, Classic TV series, plus its creative in-house productions focusing on current affairs, communities, sports and entertainment. SUN TV HD is available on position 280.
- All HD customers who subscribe to the Super Sports Pack will now enjoy access to three additional Super Sports Pack HD channels and therefore, be able to watch many of their favourite sports and games in crystal clear High Definition, including MLB, NFL and NHL games. These channels are on positions 464, 465 and 466 of Cogeco Cable’s Digital Cable.

Two new SD Channels, also free of charge, contribute to the already great value of Cogeco Cable’s digital offering in the selected areas of Burlington, Oakville, Hamilton, Brockville, Windsor, Lindsay, Smiths Falls, North Bay, Huntsville and Parry Sound:

- The Christian channel (position 186) offers popular television ministries along with family dramas, feature films and The Gaither Gospel Hour music series.
- Casino and Gaming Television Canada (CGTV, on position 118) is the first and only television network in North America dedicated exclusively to the casino and gaming lifestyle.

Customers appreciate the variety, quality and control that Cogeco Cable’s Digital Television Service provides them. The service has been gaining popularity with nearly 70,000 new customers in fiscal 2006¹.

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 video and audio services, high-speed Internet access as well as telephony services. The Corporation provides about 1,511,693 revenue-generating units (RGU)¹ to approximately 1,469,009 homes passed¹ in its Canadian service territory and 611,204 RGUs² to approximately 820,309 homes passed² in its Portuguese service territory. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (CCA).

- 30 -

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¹ As at May 31, 2006

² As at March 31, 2006