



PRESS RELEASE
For immediate release

New appointments to key positions at Cogeco Cable

Montréal, September 5, 2007 – Mr. Louis Audet, President and CEO of Cogeco Cable today announced the re-organization of its Canadian activities to better serve its expansion strategy.

Mrs. Louise St-Pierre, currently Vice-President and Chief Information Officer, is promoted to the new position of Vice-President, Customer Services and Ontario Operations. In her new position, Louise will oversee Customer Contact Operations and Residential Sales for all of Canada. She will also hold coordinating authority for the Ontario Operations. Mrs. St-Pierre joined Cogeco Cable in the summer of 1999 and over the last eight years, with her team, has led the development of the Information Technology sector to become one of Cogeco Cable's key strategic assets. Prior to joining Cogeco Cable, Mrs. St-Pierre delivered consulting services in Québec and New Brunswick and subsequently built the DMR consulting practice in Alberta, managing sales and operations; prior assignments were with IBM and Bank of Nova Scotia.

Mr. Jacques Gravel, currently Vice-President, Québec, is promoted to the new position of Vice-President, Network Services and Quebec Operations. In his new position, Jacques will oversee Network Operations and Community Programming and Relations for all of Canada. He will also hold coordinating authority for the Quebec Operations. Mr. Gravel joined Cogeco Cable in 2001, as Vice-President Network Operations, Québec and subsequently was promoted to his current position in 2006. In this position, with his team, he has taken the level of service quality to Cogeco Cable's customers to new heights. Prior to joining Cogeco Cable, Mr. Gravel has had a diversified career at Bell Canada, spanning 18 years both in Ontario and Québec, where he held key positions in voice services and network operations.

Mr. François Beaulieu, currently Senior Director, IT Planning and Architecture, is promoted to the position of Vice-President and Chief Information Officer. Mr. Beaulieu joined Cogeco Cable in 2004 and has played a key role in developing Cogeco Cable's priorities in its quest for IT excellence. Prior to joining Cogeco Cable, François pursued a career in IT notably with AXA in both France and Canada.

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 1,713,000 revenue-generating units (RGUs) to approximately 1,448,000 homes passed in its Canadian service territory and about 671,000 RGUs to approximately 835,000 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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