



PRESS RELEASE
For immediate release

René Guimond to head Cogeco Radio Télévision Inc.

Montreal, August 25, 2005– The President and Chief Executive Officer of COGECO inc., Mr. Louis Audet, announced today that Mr. René Guimond will become President and Chief Executive Officer of the Company's radio and television subsidiary as of October 11. In this capacity, Mr. Guimond will be responsible for all aspects of management and business development of Cogeco Radio Télévision Inc. (CRTI), and more specifically of TQS television network, RYTHME FM radio network and 93³ radio station.

Before heading CRTI, Mr. Guimond was Vice President and Chief Operating Officer of FINA's Championships and he participated actively in the resounding success of this international event. Upon agreement with the event's copresidents, Mr. Guimond will complete his mandate with the FINA World Swimming Championships Organization until December 31, 2005, for a few hours a week, while undertaking his new mandate at CRTI.

« We have looked for the best person to pursue the work initiated these past few years and to further develop the positioning of our different media in a constantly changing industry. Mr. Guimond has a deep affection for the milieu, a great understanding of the industry and he is ready to rise to the challenge. We are entrusting the responsibility of managing our radio and television subsidiary to a very talented man”, stated Mr. Louis Audet, president and CEO of COGECO inc.

René Guimond's career is based on a strong sense of entrepreneurship. As head of his consulting business, he has come to counsel different prestigious businesses. Today, Mr. Guimond is returning to an industry he knows very well, having headed TQS between 1998 and 2003. Before that, he had been Vice President and General Manager at BCP and President and Co-founder of Promo Marketing Canada inc. A sports enthusiast, he also worked for Club de baseball Les Expos de Montréal inc., Montreal's baseball Club, as vice-president, marketing and public relations, following several years in the advertising business. He holds a Bachelors' degree in business administration from the University of Sherbrooke.

ABOUT COGECO

COGECO is a diversified communications company. Through its Cogeco Cable subsidiary, COGECO provides about 1,346,000 revenue-generating units to approximately 1,440,000 households in its service territory. Through its two-way broadband cable infrastructure, Cogeco Cable provides its residential and commercial customers with analog and digital video and audio services, high-speed Internet access as well as digital telephony service. Through its Cogeco Radio-Television subsidiary, COGECO holds a 60% interest and operates the TQS network, six TQS television stations, and three French CBC affiliated television stations in partnership with CTV Television. Cogeco Radio-Television also wholly owns and operates RYTHME FM radio network with stations in Montreal, Québec City, Sherbrooke and Trois-Rivières as well as 93³ station in Québec City. COGECO's subordinate voting shares are listed on the Toronto Stock Exchange (CGO.SV). The subordinate voting shares of Cogeco Cable are also listed on the Toronto Stock Exchange (CCA.SV).

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Information:

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