



PRESS RELEASE
For immediate release

Cogeco Cable's High Speed Internet Services: Still the Fastest

Montréal, August 7, 2006 –Cogeco Cable Inc. today announced that it has upgraded its high-speed Internet (HSI) speeds in order to continue providing its customers with the fastest Internet experience possible.

Starting today, the download speed of the HSI Standard service, the most popular at Cogeco Cable, will increase from a maximum of 7 Mbps to a maximum of **10 Mbps** in all areas served by the Corporation where HSI service is available. The download speed for the Pro service will increase from a maximum of 10 Mbps to a maximum of **16 Mbps**.

"Every day, the need to access information and multimedia files grows substantially, and our customers don't want to wait while they download music, videos or other types of files. This is why we continue to significantly improve our offering and the speed of our services. We are proud to offer our customers the ultimate overall HSI experience with the most secure and fastest services of their category in the areas we serve," said Mr. Ron Perrotta, Vice-President of Marketing at Cogeco Cable.

For the same reasons, Cogeco Cable recently increased the combined upload and download bit cap for each HSI service, thereby making its Ontario offering even more competitive: 100 GB for the Pro service, 60 GB for the Standard service and 10 GB for the Lite service (known as Mini in Québec).

Furthermore, the complete suite of F-Secure security services was recently upgraded with the introduction of the most complete version in all Cogeco Cable territories. This suite is recognized as one of the most secure protections available on the market and is included at no extra charge for subscribers to the Standard and Pro services.

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

¹ As at May 31, 2006

² As at March 31, 2006

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).

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