



**PRESS RELEASE**  
**For immediate release**

## **Cogeco Cable adds Canada's MTV to its digital line-up in Québec**

**Montréal, September 25, 2007** — Cogeco Cable (TSX: CCA) announced today the addition of Canada's MTV to its digital line-up. MTV is now offered to the majority of Cogeco Digital Cable customers in the areas served in Québec. MTV offers interactive lifestyle, talk and documentary programming, reflecting a uniquely Canadian culture and personality through a mixture of locally produced and globally-shared programming, like well-known hit shows *MTV Live*, *Made*, *The Hills*, *The Hills After Show*, *Laguna Beach*, *Real World*, *Next* and more.

"Cogeco Cable is committed to delivering to its customers the best TV experience possible. By adding MTV to our Digital Television line-up, we are giving our customers the choice to watch even more of what they want. As we continue to invest in our state-of-the-art cable network, we will continue to launch new digital channels as they become available," declared Mr. Ron Perrotta, Vice President, Marketing of Cogeco Cable.

MTV will be available in Québec on channel 155 to Cogeco Digital Cable customers, as part of the "Variety" theme package. Current subscribers of the "Variety" theme package will incur no additional fees for the addition of MTV.

"Our Digital Cable service has been gaining popularity with more than 43,000 new subscribers in the three first quarters of fiscal 2007, which confirms that customers appreciate the variety, quality and control that Cogeco Cable's Digital Television service provides them," Mr. Perrotta concluded.

MTV in Canada is a Canadian programmed and managed business wholly owned by CTV Inc., a division of CTVglobemedia. MTV offers a distinctly Canadian interpretation of the MTV brand across multiple platforms, including a revolutionary broadband service, MTV.ca, and across an MTV-branded specialty service that delivers innovative lifestyle, talk and documentary programming with a commitment to 71 per cent Canadian programming in primetime.

### **ABOUT COGECO CABLE**

Cogeco Cable ([www.cogeco.ca](http://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 analogue and digital video and audio services, high speed Internet access as well as telephony services. The Corporation provides about 1,749,000 revenue-generating units (RGUs) to approximately 1,470,000 homes passed in its Canadian service territory and about 688,000 RGUs to approximately 849,000 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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