



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

## **Cogeco Cable adds a new channel to its HD line-up in Québec**

**Montréal, October 2, 2007** — Cogeco Cable (TSX: CCA) announced the launch of a new High Definition (HD) channel. RDS HD will be offered starting tomorrow in HD to the majority of Cogeco Cable Digital Cable customers in the areas served in Québec. Already a leader in sports programming in Québec, RDS will offer crystal clear images in High Definition resolution. More than 1,000 hours of HD programming will be available during the first year, including all of the Montréal Canadien's hockey games.

“Cogeco Cable is committed to delivering to its customers the richest TV experience possible. By adding RDS HD to our Digital Television line-up, we allow our customers to discover the outstanding quality this technology offers through their favourite sports events. As we continue to invest in our state-of-the-art cable network, we will continue to launch new HD channels as they become available,” declared Mr. Ron Perrotta, Vice President, Marketing of Cogeco Cable.

RDS HD (channel 540) will be available for free to the majority of Cogeco Digital Cable subscribers who are paying the HD Access Fee of \$2.99 per month. RDS will provide exciting sports coverage in sizzling High Definition resolution.

“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.

### **ABOUT COGECO CABLE**

Cogeco Cable ([www.cogeco.ca](http://www.cogeco.ca)), a telecommunications company offering a wide 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. Through its two-way broadband cable networks, Cogeco Cable provides its residential and commercial customers with Analog and Digital Television and audio services, High Speed Internet service as well as Telephony services. The Corporation provides about 2,436,000 revenue-generating units (RGUs) to approximately 2,318,000 homes passed in its territories. TSX: CCA.

- 30 -

**Information:** Marie Carrier  
Director, Corporate Communications  
Tel.: (514) 874-2600