



PRESS RELEASE
For immediate release

**Cogeco Cable extends its Digital Phone service to
Niagara-on-the-Lake and St. Catharines**

Montréal, October 24, 2006 – Cogeco Cable launched today its Digital Phone service in St. Catharines and Thorold, Ontario. The service was also launched last week in Niagara-on-the-Lake and Virgil. Since its initial launch, the service has had a snowball effect on the number of subscriptions to other Cogeco Cable services and its deployment has been enthusiastically welcomed in the markets where it was introduced.

A comprehensive, accessible, and competitive offering

Residents can now take advantage of Cogeco Cable's unique and all-inclusive Digital Phone offering for as low as \$34.99 per month for the first 12 months if they subscribe to Cogeco Cable's High Speed Internet and Cable Television services. This represents savings up to 50% for similar residential phone services at regular rates offered by the incumbent telephone company in the area.

Digital Phone service monthly rate for Ontario clients		
	Current promotion	Regular rate
Digital Phone service only	N/A	\$54.99
Digital Phone service combined to another Cogeco Cable service	\$39.99*	\$49.99
Digital Phone service combined to two other Cogeco Cable services	\$34.99*	\$44.99

** For a twelve month period.*

Cogeco Cable's exclusive and comprehensive Digital Phone service package includes unlimited calling – routed on Cogeco Cable's private network – in Canada and the continental US, the five most popular calling features (Voice Mail, Call Display, Call Waiting, Visual Call Waiting and Call Forwarding) as well as basic operator assistance and information services.

Furthermore, customers can keep their existing phone number, telephones, and outlets. During the introductory period, they will also receive free installation by Cogeco Cable's professional technicians (valued at \$79.99) if they subscribe to at least another Cogeco Cable service. There are no hidden fees or contracts to sign.

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 1,556,000 revenue-generating units (RGUs) to approximately 1,477,000 homes passed in its Canadian service territory and 629,000 RGUs to approximately 826,000 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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Information: Marie Carrier
Director, Corporate Communications
Tel.: (514) 874-2600