



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

**COGECO CABLE INC. ANNOUNCES CLOSING OF \$153,450,000  
BOUGHT DEAL OFFERING**

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**Montréal, August 9, 2007** - Cogeco Cable (TSX: CCA) confirmed today the closing of its public offering of 3,000,000 subordinate voting shares for gross proceeds of \$153,450,000, announced on July 19, 2007.

The subordinate voting shares are being distributed to the public pursuant to a short form prospectus filed with securities regulatory authorities in each province and territory of Canada through an underwriting syndicate led by BMO Nesbitt Burns Inc. and including CIBC World Markets Inc., GMP Securities L.P., Scotia Capital Inc., Desjardins Securities Inc. and National Bank Financial Inc.

The offering will result in net proceeds to Cogeco Cable of approximately \$147,312,000, which will be used to reduce long-term indebtedness.

**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 analog and digital video and audio services, high speed Internet access as well as telephony services. The Corporation provides about 1,748,852 revenue-generating units (RGUs) to approximately 1,469,345 homes passed in its Canadian service territory and about 687,237 RGUs to approximately 848,175 homes passed in its Portuguese service territory. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (CCA).

- 30 -

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