



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

## **Cogeco Cable and Disney-ABC International Television sign video-on-demand deal**

**Montréal, January 10, 2008** — Cogeco Cable has signed a video-on-demand (VOD) agreement with Disney-ABC International Television that will enhance Cogeco Cable's VOD offering by adding new releases and classic movies from Walt Disney Pictures, Disney Animation, Pixar, Touchstone Pictures and Miramax to the service. This was announced today by Cogeco Cable.

Hot new releases from Walt Disney Pictures, Disney Animation, Pixar, Touchstone Pictures and Miramax are now available to the majority of Cogeco Cable customers in Canada on Cogeco on Demand. Customers will be able to watch hits such as *Meet The Robinsons*, *Pirates of The Caribbean: At World's End*, *The Santa Clause 3: The Escape Clause*, *Ratatouille*, and many other new releases and library titles, from the comfort of their homes.

"VOD is a great interactive service that is exclusive to cable and our service is growing in popularity. We are thrilled to be associated with Disney, which produces many blockbusters every year. This agreement will enable us to enhance our VOD selection and thus, our customers' VOD experience," said Ron Perrotta, Vice President of Marketing at Cogeco Cable.

Cogeco Cable customers can access the VOD content from the VOD main menu and on channels 1 and 299 in all areas served by Cogeco Cable and on channel 267 in Ontario. Cogeco on Demand also offers over 1,000 titles of programming including new movies, classic titles and children's programs.

Cogeco Cable Digital Television subscribers now enjoy access to the movie portfolios of Disney-ABC International Television, Twentieth Century Fox, Warner Bros. International Television Distribution, Sony Pictures Television International, Universal Studios Television Distribution Canada, MGM Home Entertainment, Alliance Atlantis Motion Picture Distribution (which also represents certain U.S. studios), Lions Gate, representing together more than 80% of domestic box office receipts, as well as Corus Entertainment and several other VOD programming providers.

Through Cogeco Cable's digital platform, customers benefit from a two-way connection with the network. This enables them to take advantage of interactive services such as VOD and Subscription VOD, but also of other great services like High Definition Television, the fastest and most secure high-speed Internet in Canada and an all inclusive Telephony service.

## **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. Through its two-way broadband cable networks, Cogeco Cable provides its residential and commercial customers with Analogue and Digital Television, High Speed Internet and Telephony services. The Corporation provides 2,485,665 revenue-generating units (RGUs) to 2,343,466 homes passed in its Canadian and Portuguese service territories. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

## **DISNEY-ABC INTERNATIONAL TELEVISION**

Disney-ABC International Television is the international television distribution division of The Walt Disney Company, licensing over 30,000 hours of programming to over 1300 broadcasters across 240 territories worldwide. Disney-ABC International Television distributes a portfolio of motion pictures from Walt Disney Pictures, Touchstone Pictures and Miramax Films, network TV series, TV movies and miniseries, Disney-branded kids programming, ABC Daytime and ABC News programming as well as the Annual Academy Awards®. The company also services the distribution of the Jetix Europe portfolio internationally. Disney-ABC International Television has been expanding its business portfolio to distribute U.S. - produced reality programs and exploits reality and scripted formats for local production; including local editions of 'Extreme Makeover' in the UK, India, Belgium, Scandinavia, Hungary and Colombia; 'The Amazing Race' in Central Europe, Asia, and Brazil; local versions of 'Home Improvement' and 'Hope & Faith' in Russia and Turkey respectively; and local versions of Desperate Housewives in Argentina, Colombia, Ecuador, Brazil and US Hispanic Market.

## **ABOUT THE WALT DISNEY COMPANY**

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise with four business segments: media networks, parks and resorts, studio entertainment and consumer products. Disney is a Dow 30 company, had annual revenues of \$35.5 billion in its most recent fiscal year, and a market capitalization of more than \$63 billion as of December 19<sup>th</sup>, 2007

**Information:** Marie Carrier  
Director, Corporate Communications  
Cogeco Cable  
Tel.: 514 874-2600