



PRESS RELEASE
For immediate release

Cogeco Cable's High Speed Internet hits the road in Québec with new Wi-Fi access

Montréal, May 7, 2008 — Today, in Trois-Rivières, Cogeco launched its Québec Wi-Fi Internet access service. Thanks to its first seven Québec hotspots, Cogeco Cable is able to offer this new service at no additional charge to its Québec High Speed Internet (HSI) subscribers. Internauts who are not Cogeco Cable customers can also use the Wi-Fi service on a pay-per-use basis. This means more freedom to access the Internet and e-mail away from home or the office!

"We're delighted to be able to bring this new service to our HSI customers," says Ron Perrotta, Vice President, Marketing at Cogeco Cable. "Wi-Fi continues to grow in popularity as more and more people need an Internet connection for work or school or to surf the web wherever they are. This is real value-added for our current subscribers and an easy alternative for those who are not Cogeco customers."

Current Cogeco Cable HSI subscribers in Québec will enjoy Wi-Fi service at no additional charge. Internauts who are not Cogeco customers will have access to the Internet and e-mail away from home or the office using a simple cell phone text message authentication process. A two hour session, valid for seven days, will cost only \$5.00 and will be billed to the monthly cell phone invoice.

Wi-Fi hotspots have been deployed at strategic locations, such as cafés, restaurants and car dealerships, within Cogeco's footprint. Wi-Fi access is also available to users travelling to Ontario (in selected cities within Cogeco's territory). Details regarding this new service and a complete list of Cogeco's Wi-Fi hotspots are available on the Cogeco website at www.cogeco.ca/en/wifi_q.html

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. Through its two-way broadband cable networks, Cogeco Cable provides its residential and commercial customers with Analogue and Digital Television, High Speed Internet, Telephony and Data services. The Corporation provides approximately 2,625,000 revenue-generating units (RGUs) to 2,390,000 homes passed in its Canadian and Portuguese service territories. Cogeco Cable's subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

- 30 -

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