



PRESS RELEASE
For immediate release

Cogeco Cable launches a new digital video recorder in Québec

Montréal, December 5, 2007 – Cogeco Cable (TSX: CCA) today announced the launch of a new digital video recorder (DVR) model in its Quebec markets. The Motorola DCT3080 provides Cogeco Cable customers with a truly interactive television experience of exceptional quality. The DCT3080 will be available starting today in all Cogeco Cable's territories in Québec where Digital Television is offered.

"Current users will tell you: using a DVR significantly improves your TV experience. The fact that the DVR is simple to use and allows users the freedom to watch programs of their choice whenever they want, greatly improves the television-viewing experience. We're very pleased to offer this new receiver to our Québec customers because it completes our current DVR offering," commented Ron Perrotta, Cogeco Cable's Vice-President, Marketing.

A perfect complement to Cogeco Cable's video on demand service, the DCT3080 does better than a DVD or VCR player by providing access to several features and benefits that make watching television even more enjoyable. Simply press a button to:

- Record two different programs while viewing another already recorded program without having to handle videocassettes, you'll never miss a favourite show again;
- Record one episode or an entire series, with unparalleled ease;
- Pause or rewind live television and resume viewing where you left off;
- Store and manage your library of recorded programs on the integrated 80 GB hard drive;
- Use Parental Controls to block live or recorded programs based on rating.

The new DCT3080 will be made available to all new and existing Cogeco Cable customers in Quebec at a \$9.99 monthly rental rate, or at the purchase price of \$349.99.

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 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).

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