



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

## **Cogeco Cable adds TELETOON Retro to its digital line-up in Ontario**

**Montréal, December 19, 2007** — Cogeco Cable (TSX: CCA) announced the launch of a new digital channel. TELETOON Retro is now offered to many of Cogeco Cable Digital Cable customers in some Ontario areas. TELETOON Retro offers adults aged 25 to 49 a nostalgic flashback to timeless cartoons. The new channel delivers new laughs with familiar friends like *Fat Albert*, *Tom & Jerry*, *Rocky and Bullwinkle* and *Superfriends*.

“We are delighted that Cogeco customers will be able to enjoy the most popular cartoons from yesteryears. Cogeco Cable is committed to delivering to its customers the best TV experience possible. By adding TELETOON Retro to our Digital Television line-up, we are giving our customers the choice to watch even more of what they want. As we continue to invest in our state-of-the-art cable network, we will continue to launch new digital channels as they become available,” declared Mr. Ron Perrotta, Vice President, Marketing of Cogeco Cable.

TELETOON Retro (channel 87) will be part of Cogeco’s Ontario Digital Basic Cable packages and offered to customers at no additional charge.

“Our Digital Cable service has been gaining popularity with more than 52,000 new subscribers in fiscal 2007, which confirms that customers appreciate the variety, quality and control that Cogeco Cable’s Digital Television service provides them,” Mr. Perrotta concluded.

### **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 about 2,486,000 revenue-generating units (RGUs) to about 2,343,000 homes passed in its Canadian and Portuguese service territories. Cogeco Cable’s subordinate voting shares are listed on the Toronto Stock Exchange (TSX: CCA).

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