



PRESS RELEASE
For Immediate Release

Cogeco Cable Scoops North American Customer Service Awards

Burlington, Ontario November 24, 2008 – Cogeco Cable is pleased to announce that its Canadian call centres have recently won customer service awards recognizing outstanding performance in the highly competitive North American field.

The prestigious awards were presented by the Service Quality Measurement Group Inc. (SQM), an international firm that measures and evaluates call centers in several sectors across North America.

Earning *Highest Customer Satisfaction Award* for the second consecutive year, both Cogeco Cable call centers, located in Burlington, Ontario, and Trois-Rivières, Québec, were selected out of 300 businesses after SQM surveyed between 200 to 400 customers of each company, one to three days after calling the contact centre.

According to Louise St-Pierre, Vice President of Customer Service and Ontario operations, call centre management is both an Art and a Science. "Technology plays an important part in sourcing information quickly and efficiently, however effectively managing the communications flow and the dedication of our employees to our core customer service values also makes a key difference – the art of relationship building comes from a deep personal belief in being the best for our customers."

Ms. St-Pierre also noted that Cogeco Cable, like any successful business, always seeks ways in which to improve its service. This is reflected in a second award for the Burlington Contact Center - the *FCR Merit Award* - which recognizes the best improvement in first call resolution. The awards were announced at the SQM Summit recently held in Toronto.

This customer-centric approach is close to the heart of Louis Audet, President and CEO of Cogeco Cable. In congratulating the Cogeco teams on a job well done, he stated "We work very hard to provide the best customer service possible. Our top priority has always been the customer, and it is inspiring to see this dedication recognized by the industry."

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 2,716,000 revenue-generating units (RGUs) to 2,427,000 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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