

Canadian Businesses Rate Productivity ahead of Short-Term Profit, says Cogeco Data Services Survey

Research Supports Launch of New Commercial Services to Spur Innovation

TORONTO, February 16, 2011 – Efficiency and productivity are more important than profit for most information technology decision makers, but IT leaders definitely do value profit. The Cogeco Data survey results substantiate that IT managers and senior IT leaders are aware of the connection between IT infrastructure, increased efficiency and innovation.

“While generating profit will always be the fundamental tenet of creating and selling goods and services, our survey results show that for many companies, *how you create profit is even more important,*” said Cogeco Data Services President Tony Ciciretto. “Canadian business leaders are now saying that finding innovative ways to boost productivity is a smarter, more sustainable route to profitability rather than focusing on just cutting costs.”

Corporate Canada’s push for greater productivity has been a big growth driver for Cogeco Data Services, which also announced it is adding Managed IP VPN, Managed Ethernet and SIP Trunking to its suite of services. The new, fully-managed IP VPN and Ethernet services will provide customers with secure infrastructure, integrated management, reporting capabilities and industry-leading performance levels.

Cogeco Data is also launching a new category of *Voice Services*, which will use Session Initiated Protocol (SIP) Trunking as its underlying technology. Cogeco Data’s new suite of *Voice Services* will integrate with and take advantage of customers’ existing IP PBX solutions. For organizations that have not yet transitioned to IP-based solutions, Cogeco Data’s new *Voice Services* will help enterprises utilize their legacy PBX *now*, while being able to support IP-based innovations in the future.

Cogeco Data’s new *Voice Services* are compatible with its new high-capacity *Connectivity Services* (Managed IP VPN and Managed Ethernet) making it possible for voice, video and data applications to be transmitted efficiently over a single, private, fully-managed, high-performance network.

"The more a company can increase its efficiencies by simplifying and converging its technical infrastructure and deferring to industry experts to manage it, the more time it will have to focus on innovating, developing and growing its business," said Mr. Ciciretto.

The Conference Board of Canada has argued for more than a decade that Canada's poor productivity performance hurts its ability to compete globally. In 2010 the Conference Board gave Canada a "D" grade, ranking it 14th out of 17 countries on its capacity to innovate, which leads to poor productivity, both of which are major drivers of global competitiveness.

Broader adoption of innovative technologies improves operational efficiency, reduces complexity and improves business processes and will ultimately make Canada a more globally competitive economy.

When considering new technologies, 86 per cent of Senior IT Managers said increasing operational efficiency was very important while simplifying processes and reducing complexity was seen as very important by 65 per cent of the survey respondents. Only 12 per cent rated organizational profit as their primary concern which indicates a movement towards more efficient IT related practices.

With its experience providing secure and reliable networking services to some of Canada's industry giants including leading financial institutions, Cogeco Data is well positioned to bring customers advanced and reliable *Voice and Connectivity Services*, helping customers to increase efficiencies.

About the Survey

From December 17 to December 20, 2010, Angus Reid Public Opinion conducted an online survey among a randomly selected sample of 202 Canadian adults identified as senior management level or higher who are either decision makers or approvers for IT/Telecom, and who are Angus Reid Forum panel members.

About Cogeco Data Services

With its suite of Business Communication Solutions (Data Centre and Storage Services, Voice and Connectivity Services), Cogeco Data Services supplies its customers with the fast, reliable and secure ability to access, manage, move and store large amounts of data worldwide. The Company's wholly-owned, redundant network is all-optical and offers near limitless bandwidth with services that scale to meet the needs of some of Canada's largest companies and public sector organizations.



For more information about Cogeco Data Services, a wholly-owned subsidiary of Cogeco Cable Inc., visit cogecodata.com.

-30-

Contacts:

Virginia Brailey
Vice President, Marketing
Cogeco Data Services
416.840.8742
virginia.brailey@cogecodata.com

Jennifer Atkinson
Ketchum Public Relations
416.355.7407
jennifer.atkinson@ketchum.com