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Cogeco Connexion Deploys SeaChange for New Generation of Video Services

ACTON, Mass., Oct. 17, 2016 (GLOBE NEWSWIRE) -- [SeaChange International, Inc.](#) (NASDAQ:SEAC) today announced that [Cogeco Connexion](#) has rolled out its latest generation of on-demand television services on the SeaChange Adrenalin multiscreen television platform. Cogeco Connexion, the second-largest cable television operator in the Canadian provinces of Ontario and Quebec, is part of Cogeco Communications Inc., the 8th largest hybrid fibre coaxial cable operator in North America.

Daniel Boisvert, VP Marketing and Innovation, Cogeco Connexion, said, "Television's future is across consumer devices at home and on the go. We've chosen SeaChange to enable the introduction of enhanced [Cogeco On Demand](#) services in a way that will complement our consumers' increasingly multiscreen lifestyles. We are confident that the scalable capabilities of the Adrenalin platform will provide an important backbone to the evolution of our video services in the future."

Ed Terino, SeaChange CEO, said, "We're honored to partner with Cogeco Connexion to power its on-demand services with Adrenalin, thereby building the foundation that will optimize video experiences no matter where and how subscribers choose to watch. Cogeco is among four of Canada's largest cable operators moving forward on Adrenalin and I'm delighted that SeaChange is a driving force for the millions of consumers connecting to multiscreen experiences across the country."

With published APIs and dozens of third-party integrations, SeaChange's open software solutions including [Adrenalin](#) orchestrate premium video services over HFC and IP networks with unified subscriber experiences for set-tops, smart TVs, Google Android TV, and Apple and Android mobile devices. Cogeco Connexion has also deployed the [SeaChange AssetFlow content management software](#) for automated management of the lifecycle of multiplatform content, from movie and TV program ingest and tracking, to metadata handling and overall content workflow.

Go to <http://www.schange.com/company/events> to book a meeting with SeaChange at upcoming industry events around the world.

ABOUT COGECO CONNEXION

Cogeco Connexion (www.cogeco.ca) regroups the Canadian cable operations of Cogeco Communications Inc. Cogeco Connexion is the second largest cable operator in Ontario and Québec in terms of the number of basic cable service customers served. It provides its residential and small business customers with video, Internet and telephony services through its two-way broadband cable networks. Cogeco Communications Inc. is a communications corporation and is the 8th largest hybrid fibre coaxial cable operator in North America operating in Canada under the Cogeco Connexion brand name in Québec and Ontario, and in the United States through its subsidiary Atlantic Broadband in western

Pennsylvania, south Florida, Maryland/Delaware, South Carolina and eastern Connecticut. Through Cogeco Peer 1, Cogeco Communications Inc. provides its business customers with a suite of information technology services (colocation, network connectivity, managed hosting, cloud services and managed IT services), through its 17 data centres, extensive FastFiber Network™ and more than 50 points-of-presence in North America and Europe. Cogeco Communications Inc.'s subordinate voting shares are listed on the Toronto Stock Exchange (TSX:CCA).

About SeaChange International

Enabling our customers to deliver billions of premium video streams across a matrix of Pay TV and OTT platforms, SeaChange (Nasdaq:SEAC) empowers service providers, broadcasters, content owners and brand advertisers to entertain audiences, engage consumers and expand business opportunities. As a three-time Emmy award-winning organization with 23 years of experience, we give media businesses the content management, delivery and monetization capabilities they need to craft an individualized branded experience for every viewer that sets the pace for quality and value worldwide. For more information, please visit www.schange.com.

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