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Press Release

Ice Wireless Introduces Free Call Display

Ice Wireless adds a new service for managing incoming calls at no extra cost to its customers

YELLOWKNIFE, NT – 29 July 2010 – Ice Wireless announced today the addition of Call Display, a product enhancement to its cell service that allows incoming calls to be displayed and managed on a customer's cellular phone. The company is introducing the service to its customers at no extra cost.

Call Display, also known as Caller ID, is an easy and convenient way to manage phone calls. When a customer's phone rings, the caller's number is transmitted to the called party's handset with the phone number appearing on the screen.

Call Display is offered by other carriers for as much as \$8 per month. However, Ice Wireless has announced they will not be charging customers anything for the service. Instead, Call Display will be offered at for free as part of all current Ice Wireless plans in Yellowknife, NT.

"We started Ice Wireless so we could save people money on their phone bills," said Mr. Cameron Zubko, Vice President of Ice Wireless. "Providing Call Display for free means our customers get a great new service without having to spend extra money. It's also a small way to thank our customers for using the Ice Wireless network and show them that we appreciate their business."

About Ice Wireless

Ice Wireless is a cellular network company that provides a full spectrum of services including call waiting, voice mail, call display and SMS messaging. The company was incorporated in 2005 and is currently in its fifth year of operation. The Ice Wireless network currently covers 60% of the population of the Northwest Territories, with operations in Yellowknife, Behchoko and Inuvik. Ice Wireless also provides roaming services for Rogers Wireless and Fido, whose customers use the Ice Wireless network while in the NWT. While travelling in the rest of Canada Ice Wireless customers use the Rogers and Fido networks. Ice Wireless customers do not sign service contracts. Customers purchase their phone upfront, and connect or disconnect from the Ice Wireless network without penalty. For more information please see www.icewireless.ca.

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