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Press Release

## **Ice Wireless Customers Can Now Use their Phones Anywhere in Canada**

*A new roaming agreement means that Ice Wireless customers can take their phones anywhere in Canada and use the same number*

YELLOWKNIFE, NT - 10 December 2008 -- Ice Wireless, the north's premier GSM wireless provider, announced today that their customers in Inuvik, Yellowknife, and Behchoko can now use their phones anywhere in Canada under a new roaming agreement signed with Rogers Wireless.

The two cellular phone companies can now piggyback on each others' networks for phone calling, messaging, and other services.

"This is a milestone for us and shows that Ice Wireless has reached a new level in competitiveness," said Tom Zubko, President of Ice Wireless. "Now, it doesn't matter if you're in Edmonton or Toronto or anywhere else in Canada, you can be reached at the same number you use here in the north."

Rogers Wireless is the largest wireless company in Canada with over 500 roaming partners worldwide. The implementation of this nationwide reciprocal roaming agreement marks the first time any such agreement has been signed in the Northwest Territories.

"As the only GSM carrier in the NWT our company was a natural fit for Rogers Wireless." added Mr. Zubko. "We invested in GSM technology early on and have developed a leading edge network that delivers the best in cellular service to our customers."



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Over 80% of the world's wireless subscribers are on a GSM network; making it the most widely used wireless technology in the world.

Since the launch of the Ice network in Inuvik, January 2006, Ice Wireless has expanded into Yellowknife and Behchoko. The company is also preparing to move into other communities in the north.

For more information on Ice Wireless products and services please contact:

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