



Times Square 1760 Regent Street South Sudbury ON P3E 3Z8
Tel (705) 523-1677 Fax (705) 522-1502

FOR IMMEDIATE RELEASE

Cellular and mobile high speed Internet services expanded on King's Highway 108 near Elliot Lake as a result of Ontario Government, NetCentral and Rogers working together

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Second Rogers cell site at Elliot Lake provides access to mobile high speed Internet and cellular services for motorists, residents, businesses, students and tourists

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Elliot Lake, March 12, 2013- Residents of Elliot Lake and motorists travelling on the King's Highway 108 south of Elliot Lake near the Elliot Lake Airport now have access to expanded cellular and mobile high speed Internet services thanks to a unique public-private investment in a new Rogers cell and wireless high speed Internet site.

Funded by the Northern Ontario Heritage Fund Corporation (NOHFC) and Rogers in partnership with NetCentral Community Communications Network (NetCentral), the new wireless cell site was officially commissioned today. The site provides cellular and mobile high speed Internet services via Rogers High Speed Packet Access (HSPA plus(+)) technology.

NetCentral is the not-for-profit, community-based Information and Communications Technology (ICT) organization serving the Greater Sudbury, Elliot Lake, Chapleau, Manitoulin Island, Sudbury East and Parry Sound regions. NetCentral identifies gaps in cellular, mobile broadband and ICT services and works with the service providers to improve telecommunications services for Northerners.

During 2011, NetCentral secured funding commitments of \$3.9 million from Rogers and \$11.9 million from the Northern Ontario Heritage Fund Corporation (NOHFC), an agency of the Ministry of Northern Development and Mines (MNDM), to fund the wireless expansion and improvements to deliver advanced telecom services to Northerners. This cell site near the Elliot Lake airport plus the Rogers tower north of the City on King's Highway 108 that was commissioned in December 2012 are part of the 24 new HSPA+ cell and mobile high speed Internet sites being funded by Rogers and NOHFC. The remaining 14 HSPA+ sites will be deployed in 2013 and 2014 in Sagamok First Nation, Temagami, Hwys 11, 63 and 64 and on Manitoulin Island.

"I'm very pleased that through the NOHFC, we have been able to bring improved cellular phone service and wireless high speed Internet to residents, students and businesses in the Elliot Lake area. This will mean better access to on-line educational, health, government and business services," said Northern Development and Mines Minister Michael Gravelle.

"We are extremely pleased that NetCentral, with the generous support of NOHFC and Rogers, can bring expanded cellular service and mobile high speed Internet to the residents of Northern Ontario," said Jim Gordon, founding Chair of NetCentral. "Our goal is to ensure that Northern Ontario residents have access to the same telecommunication services as residents in Southern Ontario."

Elliot Lake Mayor Rick Hamilton welcomed the expansion of cellular and wireless high speed Internet services to the community: "This new tower provides much needed cellular and high speed Internet services along the Highway 108 corridor south of Elliot Lake and at the Airport just as the new tower north of the City services the increasing number of permanent residents living and working in the Quirke and Dunlop Lakes region," said Mayor Hamilton.

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"NOHFC recognizes the importance of investing in communications infrastructure to bring mobile high speed Internet and cellular services to Northerners," said Morry Brown, General Manager of NetCentral. "NOHFC funding enables Rogers to build a sustainable business case to construct and operate the networks to enable residents, businesses, students and tourists to access mobile high speed and cellular telecommunication services."

"Rogers is pleased to extend our wireless network to Northern Ontario residents," said Jan Innes, Vice President, Government Relations, Rogers Communications. "Working with NetCentral and NOHFC has ensured that this project proceeded smoothly and resulted in the extension of our infrastructure in the North." Rogers concurrently invested additional capital to upgrade its existing cellular service in the City of Elliot Lake to HSPA+.

About NetCentral

NetCentral was founded in 1999 by the Mayors of Greater Sudbury, Elliot Lake, Chapleau, Northeastern Manitoulin and the Islands and Parry Sound to bring advanced telecommunications services to the North. The not for profit Community Based Network and Information and Communications Technology champion expanded the fibre optic network serving communities from 2000 to 2007 with funding from NOHFC, FedNor (Industry Canada) and telecom service providers.

About the Northern Ontario Heritage Fund Corporation (NOHFC)

Established in 1988, the Northern Ontario Heritage Fund Corporation (NOHFC) is an agency of the Ontario government that invests in northern businesses, organizations and municipalities through conditional contributions and loans. The NOHFC offers seven funding programs to create jobs and build strong, prosperous northern communities.

About Rogers Communications Inc.

Rogers Communications is a diversified Canadian communications and media company. We are Canada's largest provider of wireless voice and data communications services and one of Canada's leading providers of cable television, high speed internet and telephony services. Through Rogers Media we are engaged in radio and television broadcasting, televised shopping, magazines and trade publications, sports entertainment, and digital media. We are publicly traded on the Toronto Stock Exchange (TSX: RCI.A and RCI.B) and on the New York Stock Exchange (NYSE: RCI). For further information about the Rogers group of companies, please visit rogers.com.

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For further information, please contact:

Morry Brown, General Manager, NetCentral Community Communications Network
Office 705 523-1677 Mobile 705 688-2570 morry.brown@netcentral.on.ca

Michel Lavoie, MNDM Communications Branch
Tel: 705-564-7125 michel.lavoie@ontario.ca

Patricia Trott, Director Public Affairs, Organizational Learning, | Rogers Communications
Tel: 416-935-7359 patricia.trott@rci.rogers.com