

Wireless Number Portability Now Available

Canada's wireless industry adds next level of customer choice

OTTAWA - March 14, 2007 - The Canadian Wireless Telecommunications Association today announced the availability of wireless number portability (WNP) in metropolitan areas across the country.

Effective today, Canadian customers have the ability to change wireless service providers within the same local calling area and keep their existing phone number. In addition, WNP allows customers to transfer a phone number from a wireline phone to a wireless phone and vice versa. Canada is only the second country in the world (after the US) to offer complete wireless-to-wireless, wireless-to-wireline and wireline-to-wireless portability

"Although the 18-month implementation of WNP has been one of unparalleled complexity and cooperation within the Canadian telecommunications sector, the industry's significant investment and commitment to deliver this service to Canadians has resulted in the fastest deployment of its kind in the world," said Peter Barnes, President & CEO of the Canadian Wireless Telecommunications Association (CWTA). "The introduction of WNP brings yet another layer of competition to the industry that will only further drive the delivery of world-class wireless products and services that Canadians expect and deserve."

Customers interested in learning more about the WNP service should consult the WNP Web portal at www.wirelessnumberportability.ca.

Media Information:

Marc Choma
mchoma@cwta.ca
613-233-4888 ext. 207

Canadian Wireless Telecommunications Association (CWTA)

CWTA is the authority on wireless issues, developments and trends in Canada. It represents cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite carriers as well as companies that develop and produce products and services for the industry. (www.cwta.ca)