



LYNX MOBILITY TO PROVIDE CELLULAR SERVICE TO NATUASHISH, NEWFOUNDLAND AND LABRADOR

>> For Immediate Release

Happy Valley-Goose Bay, NL, March 30th 2010 – Lynx Mobility Inc., Canada’s first cellular service provider co-owned by an Aboriginal partner and dedicated to serving remote communities across Canada, today announced that it has signed an agreement with the community leaders in Natuashish, Mushuau Innu Band Council, to provide cellular service by the end of this year. This announcement follows recent discussions with the newly elected Chief Simeon Tshakapesh.

Natuashish is a new Innu community of 750 people, settled in 2002 and nestled in the woods adjacent to Sango Mountain in Newfoundland and Labrador. The community is predominantly inhabited by the Mushuau Innu First Nation.

“I am proud to announce the plans to introduce cellular services to our community. We are committed to providing the community with equal access to services that other people take for granted in larger towns and cities” explains Chief Simeon Tshakapesh. “Not only does access to this technology provide an important link to the rest of the world, it also provides a lifeline in emergency situations and the opportunity for local economic development and increased community pride” he added.

Manewagi Technologies Inc., a Canadian telecommunications integrator, was integral in working with Natuashish and Lynx Mobility to make this project a reality. “This is the culmination of months of dedicated work which will be a benefit to the public safety of the people of Natuashish,” said Bill Fleming, President of Manewagi Technologies.

Using Lynx Mobility’s innovative partnership model, the cellular service will be locally owned, branded and administered by the community of Natuashish. Work is scheduled to commence over the next few months with service expected to go live by the end of the fall this year. The service will enable subscribers to benefit

from affordable local and long distance voice calls along with text messaging. Customers will be able to choose from a variety of cellular phones ranging from basic to high-end models.

“We are excited to be working with the Mushuau Innu First Nation in bringing cellular services to the community of Natuashish” said Benoit Fleury, President & CEO of Lynx Mobility. “This important collaboration will not only provide mobile connectivity for the people of Natuashish but it will also create employment, attract valuable skills and generate revenues for the community.”

About Lynx Mobility

Lynx Mobility is Canada’s first nationwide cellular service provider co-owned by an Aboriginal partner and dedicated to serving remote communities across Canada. The company is committed to bringing reliable cellular service to those who need it most, using an innovative solution which is ideally suited for deployment in unserved areas. Lynx’s pioneering approach includes a sustainable partnership model which enables communities to generate profits and manage their own cellular service while creating local employment. For more information, visit www.lynxmobility.com.

About Mushuau Innu Band Council

The Mushuau Innu Band Council represents the duly elected government of the Mushuau Innu and has the power and responsibility to administer and govern the Natuashish Indian Reserve #2 as a land base.