



## LYNX MOBILITY APPOINTS NEW BOARD AND EXECUTIVE TEAM

### >> For Immediate Release

**Montreal, QC, April 14th, 2010** – Lynx Mobility Inc., Canada’s cellular service provider dedicated to serving remote communities across Canada, is proud to announce the election of its new Board of directors and the appointment of its new executive team, effective immediately. The newly elected Board is comprised of four members including Robert Bouchard as Chairman, Jason Neale, John Mameamskum and Chief Louis Einish. The executive team consists of Benoit Fleury, President and Chief Executive Officer and Luigi Lo Basso, Chief Financial Officer. The new Board and executive team will help guide the company through its growth phase as cellular services are increasingly being deployed across the country.

“I am honored and excited to chair the Board of Lynx Mobility,” said Robert Bouchard. “All the groundwork for success has already been laid and I am looking forward to supporting the team in achieving their long-term goals. I am also delighted to announce the well-deserved appointment of Benoit Fleury as President and CEO of Lynx Mobility. Benoit’s strong telecommunications expertise and business insight will play a key role as the company continues to grow over the coming years.”

“The new Board members bring invaluable expertise to the table and it is a privilege for us to welcome them to our team,” said Benoit Fleury. “They have real hands-on experience in founding and growing successful businesses. Their wisdom, knowledge and guidance will be a tremendous asset as we continue to expand our service into remote communities across northern Canada.”

### **About Lynx Mobility’s Board of Directors:**

Robert Bouchard is a former Executive Vice-President and Chief Operating Officer of Bell Canada International. Robert has held numerous managerial and executive positions in operations, customer services and capital and expense portfolio management within Bell Canada Quebec region. Robert was also instrumental in growing the cellular user base in South Korea and Taiwan.

Jason Neale is founder and CEO of OmniGlobe Networks. Jason has combined entrepreneurialism, delivery of commercial results and exceptional strategic and operational expertise in satellite communications and

related technologies. His career spans wireless, software, security, telecommunications, cellular, satellite, networking, protocols, broadcasting and Internet.

John Mameamskum is Director General of the Naskapi Nation of Kawawachikamach, and one of the negotiators of the Northeastern Quebec Agreement. Mr. Mameamskum has been the Director General of the Naskapi Nation of Kawawachikamach for 22 years. Prior to that, he acted as the Senior Negotiator of the *Northeastern Quebec Agreement* ("NEQA"), Canada's second modern treaty. John Mameamskum has been a key visionary in the introduction, planning and delivery of telecommunication services, such as the Internet, VoIP telephone and video-conferencing in the Kawawachikamach/Schefferville region.

Louis Einish was recently elected as Chief of the Naskapi Nation of Kawawachikamach. Chief Einish previously served a three-year term as Councilor. He is also presently serving on the Board of Directors of Naskapi Development Corporation, the not-for-profit organization that administers the financial compensation paid to the Naskapi under the NEQA. In his capacity as Chief, Mr Louis Einish is also President of Naskapi Imuun and the Nation's other subsidiaries. He sits on numerous external committees and represents the interests of the Nation in its dealings with the governments of Canada and Quebec, as well as with other First Nations.

#### **About Lynx Mobility's Executive Team:**

Benoit Fleury has 25 years of experience in the telecommunications industry. He began his career as a systems engineer at Northern Telecom and progressed to key positions in operations, design, product management and marketing. He also expanded his experience with several start-up and public telecommunication companies in product management and business development roles at senior levels.

Luigi Lo Basso has over 20 years of experience in senior finance and administration management roles in the telecommunications and manufacturing industries. During his career he has held senior positions in corporate accounting, corporate financing and restructuring, corporate budgeting, management information reporting, regulatory affairs, and international consulting. Luigi's previous roles include: managing Bell Canada's \$10 Billion corporate budget; Financial and Operations Director for Bell Canada International Asian companies which included the financial due diligence of a \$300M acquisition of a South Korean cellular company.

Lynx Mobility is federally incorporated and registered with the CRTC as a Canadian Wireless Service Provider. Lynx Mobility has also recently joined the Canadian Wireless Telecommunications Association (CWTA) and sits on its board.

**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](http://www.lynxmobility.com).

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