



NUNACELL CELLULAR SERVICES COMING SOON TO SALLUIT, INUKJUAQ AND PUVIRNITUQ

Lynx Mobility cellular provider extends its cellular footprint in Nunavik

>> For Immediate Release

Montreal, QC – July 19th, 2010 – Lynx Mobility Inc., Canada’s cellular service provider dedicated to serving remote communities across Canada, and Nunacell Inc., subsidiary of Makivik Corporation today confirmed their intention to expand cellular coverage in Nunavik. The two companies which recently joined forces to launch the service in Kuujuaq, finalized a definitive agreement that is expected to bring mobility services to the Inuit villages of Salluit, Inukjuak and Puvirnituaq.

“Lynx Mobility and Nunacell share the common long-term vision of developing vibrant communities where residents can enjoy modern and reliable communication services. Building on our joint experience in Kuujuaq, we are proud to work with Nunacell in extending cellular services to three additional Nunavik communities” said Benoit Fleury, CEO of Lynx Mobility.

“Mobile phones have become an integral part of the day to day life in Kuujuaq. Our citizens have come to rely on having a number where they can be reached anytime so that they can keep in touch with friends, relatives or customers. Texting too has become very popular as it is a fast and convenient way for our younger generation to stay connected to the rest of the world “ added Michael Gordon, Vice-President, Economic Development, Makivik Corporation. “We are excited to continue to work with the Lynx Mobility team and be part of a project that will bring us a step closer to delivering cell phone service to the rest of the Nunavik communities.”

Lynx Mobility continues to build on its momentum in deploying cellular networks in remote communities across northern Canada. This announcement reinforces the company’s commitment and determination to build strong local and regional partnerships in order to expand its reach and services to the people with limited or no access to cellular communications.

About Lynx Mobility

Lynx Mobility is Canada's first national cellular service provider co-owned by an Aboriginal partner and dedicated to serving remote communities nationwide. 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 whilst creating local employment. For more information, visit www.lynxmobility.com.

About Nunacell

Nunacell is Makivik Corporations newest subsidiary created in 2009 to provide Nunavik residents affordable and reliable mobile telecommunications. After a successful commercial launch in Kuujjuaq, Nunacell plans to expand services in other Nunavik communities in the future. Expansion of the network will depend on prudent investment analysis and benefits to the population. Data transfer capabilities will also be examined in the future. Nunacell Inc.'s Head office is located in Kuujjuaq, Nunavik.

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