



Attention Business/News Editors:

Fido to unleash iPhone 3G... two hours sooner with limited time promotional pricing

Montreal flagship store opens early for July 11 iPhone 3G launch

TORONTO, July 9 /CNW/ - In anticipation of iPhone 3G launch, Fido, Canada's fourth largest wireless provider that's number one in customer satisfaction, (*) today announced plans to open the doors of Fido's flagship store in Montreal two hours early on July 11. Starting at 8:00 a.m. on July 11, customers will be able to purchase the new iPhone 3G in advance of regular store hours at a special launch day event at the Fido flagship store at 1004 rue St. Catherine Ouest, Montreal. Be among the first in Canada to get the next generation iPhone 3G and have the choice of a 6GB data plan through a limited time promotional price offer.

"Fido is excited to bring iPhone 3G to Canadians with the choice of even more data," said Sylvain Roy, Senior Vice President and General Manager, Fido. "iPhone 3G is the perfect device to complement our customers' urban lifestyle, with its amazing web browsing capabilities, iconic design and interface, and high speed network access."

iPhone 3G combines all the revolutionary features of iPhone with 3G networking that is twice as fast(xx) as the first generation iPhone, built-in GPS for expanded location based mobile services, and iPhone 2.0 software which includes support for Microsoft Exchange ActiveSync and runs the hundreds of third party applications already built with the recently released iPhone SDK.

Customers who attend the launch day event at Montreal's flagship Fido store will be treated to a free early bird breakfast and have a chance to win Fido prizes.

Effective July 11, and as a limited time promotional offer for customers who activate until August 31, 2008 on a three year contract, a data-only offering of 6GB of data for \$30 per month is being made available that can be added to any in-market voice plan. For example, with 6GB of data, iPhone 3G users can visit 35,952 web pages, or send and receive 157,286 emails, or watch 6,292 minutes of YouTube videos each and every month.(xxx)

New Canadian iPhone 3G customers will also have the choice to select from Fido's existing voice and smartphone data plans and/or additional features to best suit their needs or from Fido's specific value bundled iPhone 3G plans. Existing Fido customers can also keep their current voice service plan and select a separate smartphone data plan to meet their needs or choose from other plans after checking their individual upgrade eligibility.

Starting July 11, iPhone 3G will be available at participating locations across Canada, including select Fido retail locations and at the following specially selected authorized Fido dealers: WirelessWave, TBooth and Wireless etc. iPhone 3G can be purchased online at www.fido.ca and through Fido customer service at 1-888-481-3436. Existing Fido customers in their renewal window can use their FidoDollars towards purchase. For a complete store listing, visit www.fido.ca. Due to anticipated high demand, there is a maximum purchase of two iPhone 3G per customer.

About FIDO

Fido offers Canadian consumers a wide range of wireless voice and data communications products and services, including international roaming in 200 countries/areas. Fido is wholly owned by Rogers Wireless, Canada's largest wireless provider and the country's only carrier operating on the global standard GSM technology platform. For more information, please visit fido.ca.

(*) As awarded by J.D. Power & Associates: 'Canada's Highest in Customer Satisfaction with Contract Wireless Service,' 2007

(xx) Based on 3G and EDGE testing. Actual speeds may vary due to a variety of factors.

(xxx) based on live trials of iPhone 3G on Rogers HSPA network, July 2008

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Backgrounder

Average Data Usage on iPhone 3G for Top 25 Internet Properties in Canada

Top 25 Properties(*)	Total Unique Visitors (000) (*)	Avg. Data Usage (first page) (xx)

Total Internet:		

Total Audience	23,947	
(P) Google Sites	23,141	53 Kb
(P) Microsoft Sites	23,053	360 Kb
(P) Yahoo! Sites	16,361	397 Kb
(P) FACEBOOK.COM	16,154	51 Kb
(P) eBay	13,972	385 Kb
(P) Wikipedia Sites	11,528	175 Kb
(P) Yellow Pages Group	10,162	35 Kb
(P) AOL LLC	10,012	134 Kb
(P) Amazon Sites	8,568	38 Kb
(P) Apple Inc.	8,506	650 Kb
(P) Canoe Network	7,894	235 Kb
(P) CTVglobemedia	7,835	630 Kb
(P) Fox Interactive Media	7,611	194 Kb
(P) The Weather Network Meteomedia	7,261	811 Kb
(P) CNET Networks	7,042	36 Kb
(P) Ask Network	6,966	97 Kb
(P) New York Times Digital	6,943	654 Kb
(P) Viacom Digital	6,258	671 Kb
(P) CBC-Radio Canada Sites	5,908	468 Kb
(P) Adobe Sites	5,110	678 Kb
(P) Time Warner - Excluding AOL	5,039	143 Kb
(P) Canwest Digital	4,916	236 Kb
(P) WhitePages	4,910	30 Kb
(P) Gorilla Nation	4,826	194 Kb
(P) ROGERS	4,657	593 Kb

Weighted avg = 175 Kb
 Simple avg = 318 Kb

(*) Top 25 visited Properties, April 2008, All Locations, comScore, Inc.
 (C)
 (xx)Rogers Internal iPhone 3G test results, July 2008

Select Usage Chart of Data Buckets in iPhone 3G Plans

kb used	Email 40	OR	Websites 175	OR	Photos 300	OR	YouTube 1000
Bucket Size (in MB)	No. of text emails		No. of pages		No. of photos		(in min)
400	10,240		2,341		1,365		410
750	19,200		4,389		2,560		768
1024	26,214		5,992		3,495		1,049
2048	52,429		11,984		6,991		2,097

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6144	157,286	35,952	20,972	6,292
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About Rogers Wireless

Rogers Wireless provides wireless voice and data communications services across Canada to more than 7.4 million customers under both the Rogers Wireless and Fido brands. Operating Canada's fastest data and most reliable voice network with the clearest reception and fewest dropped calls, Rogers Wireless is Canada's only carrier operating on the global standard GSM and highly advanced HSPA technology platforms. In addition to providing seamless roaming in more than 200 countries/areas with its GSM based services, Rogers Wireless also provides wireless broadband services across Canada utilizing its 2.5GHz fixed wireless spectrum. The company is a subsidiary of Rogers Communications Inc. (TSX: RCI; NYSE: RCI), a diversified Canadian communications and media company. For further information, please visit www.rogers.com.

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