



FOR IMMEDIATE RELEASE

WORLDLYNX WIRELESS WINS 2009 DEALMAKER OF THE YEAR AWARD

TORONTO, Canada – March 4, 2010 – Worldlynx Wireless LP (“Worldlynx Wireless”), today announced it has won the Canadian Dealmaker of the Year Mid-Market Award. The award, celebrating excellence in mergers and acquisitions, recognizes this September 2009 deal that consolidated 10 independent Bell and Bell Aliant dealers across Canada. The award was presented last night in Toronto.

“The Canadian Dealmaker of the Year Award speaks to our emergence as a leader in the Canadian wireless market,” said Jeff Henry, Chairman and CEO, Worldlynx Wireless LP. “A business transaction of this magnitude has never been done before in this industry segment, and the complexity of this deal has created something that didn’t exist before.”

The deal created the largest independent Bell dealer in Canada with 53 retail locations, seven business-to-business sales offices, nearly 500 employees and one of the largest direct sales forces in the country. Worldlynx Wireless offers best-in-class wireless services and solutions to consumers, small/medium businesses and enterprise customers across the country.

“We have a strong leadership position in the large and growing wireless market and we are confident in our ability to offer Canadians unparalleled customer service and a broad range of products and services. We will continue to work closely with Bell to further build this innovative wireless distribution network,” continued Mr. Henry.

Worldlynx Wireless is also well capitalized as a result of an investment from Mistral Equity Partners, a private equity firm focused on the consumer and retail sectors. This strong capital footing coupled with Worldlynx Wireless’ solid business foundation ensures the new Bell dealer is well positioned for future growth.

The Canadian Dealmaker of the Year Award honours Canadian companies and individuals whose transactions have significantly impacted their industry through innovation and growth, establishment of best practices, enhancement of customer needs and products, and creation of value.

ABOUT WORLDLYNX WIRELESS

Worldlynx Wireless is a leading Canadian telecommunications provider, exclusively offering Bell’s complete portfolio of innovative products and services to retail consumers, small/medium businesses, and enterprise clients nationwide. The largest independent Bell dealer in the country, Worldlynx Wireless operates more than 60 retail and sales locations coast-to-coast. Worldlynx Wireless is privately owned and headquartered in Toronto, Ontario. For details visit <http://worldlynxwireless.com/>

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