



Lynx Mobility Launches Cellular Service in Churchill Falls, Newfoundland and Labrador

Churchill Falls, NL, January 4th, 2010 – Lynx Mobility Inc., Canada’s cellular service provider dedicated to serving remote communities across Canada, today announced that it has introduced cellular service in the town of Churchill Falls, Newfoundland and Labrador.

Isolated by its remote location and often severe climatic conditions, the community of Churchill Falls has a population of about 650 people. The town is owned and managed by Nalcor Energy-Churchill Falls which operates the Churchill Falls Hydroelectric Generating Station.

The cellular service will be administered by the local convenience store, enabling subscribers to benefit from local and long distance voice calls as well as text messaging. Customers can choose from a variety of cellular phones from basic to high-end models and a range of related accessories.

“The benefits of our service go beyond simple communications,” explains Balgovind Pande, Vice President of Customer Services, Lynx Mobility. “As many of our customers in remote communities have already discovered, access to cellular service is essential, not only for keeping in touch with friends and family both near and far, but also for running their businesses more efficiently and maintaining peace of mind for emergency situations.”

“The introduction of mobile communications in Churchill Falls will provide our employees and residents with the added security of cellular services in case of a potential emergency,” said Andy MacNeill, Vice President of Nalcor Energy – Churchill Falls. “Providing our employees with services that improve not only their safety but their quality of life is a priority for Nalcor Energy.”

The Churchill Falls project represents an important milestone for Lynx Mobility as its first operation in Newfoundland and Labrador. The company’s cellular footprint continues to grow with further networks scheduled for deployment in remote communities across Canada throughout 2010.

About Lynx Mobility

Lynx Mobility is Canada's first 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 high-tech employment, training and skills opportunities. For more information, visit www.lynxmobility.com.

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To find out more about Lynx Mobility, visit us at Northern Lights Business and Cultural Showcase in Montreal from January 27-30, 2010.

<http://northernlightsmontreal.com/>