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For Immediate Release

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Media Release:

Rogers Customers in Northern Ontario Transition to TBayTel

Thunder Bay, Ontario – September 1, 2010 – TBayTel and Rogers Communications announced today that all current Rogers wireless customers with the Thunder Bay and district area code ‘807’ will be serviced by TBayTel in November of this year.

As part of the strategic business relationship that TBayTel and Rogers announced in March of this year, and the customer transition, the companies also agreed to co-brand TBayTel’s mobility product offering in Northern Ontario: *TBayTel with the power of Rogers*. The co-branding will strategically position the two companies to offer their customers access to TBayTel’s unparalleled regional network, Rogers’ reliable Canada-wide network, world-wide roaming and the latest in mobile content and handsets.

Rogers customers will be able to take advantage of TBayTel’s product bundling opportunities, and once the new 3G HSPA network is complete, all Rogers customers traveling through Northern Ontario will be able to access the new network from just west of Sault Ste. Marie right to the Manitoba border.

“I am very pleased to welcome Rogers customers to TBayTel and to assure them that we are committed to make the transfer as easy as possible,” said Don Campbell, President & CEO TBayTel. “All of our customers will soon have access to extended voice and data coverage with our new 3G HSPA network in Northern Ontario, and we will provide them with the best solutions and the high quality of customer service they expect from TBayTel.”

“This is a win-win for our customers. Rogers will be the only national carrier to offer 3G service through Northern Ontario to the Manitoba border,” said Darryl Levy, Regional President Rogers Communications, Western Canada.

Beginning September 2nd, TBayTel will be mailing details of the transition to all local Rogers customers. In addition to this direct mail, customers will have the opportunity to visit the TBayTel website www.tbaytel.net/rogers for more information or be able to contact TBayTel’s Customer Care Centre in Thunder Bay.

The transition will start November 1, 2010. Customers will be notified by TBayTel of the exact date of the transfer of their accounts.



About TBayTel:

As the leading communications solutions provider in Northern Ontario, TBayTel is dedicated to delivering advanced, competitively priced telecom solutions that ensure people, businesses and communities have multiple points of access to the global communications highway. TBayTel delivers to Northern Ontario, the largest digital cellular network with extensive products and services that include data, voice, wireless, internet and security. With over a century of contributing to the quality of life, infrastructure and economic health of the north, TBayTel's understanding of regional market dynamics is unparalleled. For further information about TBayTel, please visit www.tbaytel.net.

About Rogers Communications Inc.:

Rogers Communications is a diversified Canadian communications and media company. We are Canada's largest provider of wireless voice and data communications services and one of Canada's leading providers of cable television, high-speed internet and telephony services. Through Rogers Media we are engaged in radio and television broadcasting, televised shopping, magazines and trade publications and sports entertainment. We are publicly traded on the Toronto Stock Exchange (TSX: RCI.A and RCI.B) and on the New York Stock Exchange (NYSE: RCI). For further information about Rogers group of companies, please visit www.rogers.com.