



Rogers and TBayTel Team Up to Bring Enhanced Mobility Services to Northern Ontario

*Business relationship extends HSPA technology access to customers between
Sault Ste Marie and Manitoba*

TORONTO, ON, (March 25, 2010) – Rogers and TBayTel today announced a strategic business relationship that will extend HSPA service and enhanced customer products across Northern Ontario. Rogers and TBayTel customers will have access to TBayTel's HSPA network from just west of Sault Ste. Marie to the Manitoba border, connecting users with 3G download speeds to communities and major highway corridors covering an area of close to 300,000 square kilometers for the first time.

The strategic business relationship will give Rogers and TBayTel customers expanded coverage with enhanced mobility features across Northern Ontario. In addition, TBayTel customers will have access to Canada's reliable network, mobile content and the latest handsets from both companies and will benefit from being able to bundle services with other TBayTel offerings.

"This is another example of Rogers forming strategic regional relationships that better connect our customers, while improving the efficiencies of our organization," said Darryl Levy, President, Rogers Communications, Western Canada.

"TBayTel remains focused on providing Northern Ontario residents with advanced telecom solutions that will benefit Thunder Bay and the region through increased economic growth potential and networking capability," said Don Campbell, President & CEO of TBayTel. "TBayTel's new network and relationship with Rogers will provide all customers greater access to the latest in handset technology and to a full range of mobility services, including high speed mobile data, and world-wide roaming."

"The integration of Rogers services and technology will deliver improved value and customer experience to our customers and other stakeholders throughout the region," added Campbell, "This initiative ties together a national HSPA network with TBayTel in the centre of the country, providing an integral link to the east and west."

Access to TBayTel's HSPA network will become available across Northern Ontario during the latter part of 2010. Customers will receive further details prior to the launch.

The agreements are subject to approval by the appropriate regulatory authorities.

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 the Rogers group of companies, please visit www.rogers.com

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 of Northern Ontario have multiple points of access to the global communications highway. TBayTel offers the region's largest digital cellular coverage 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.

-30-

For more information, please contact:

Sara Holland
Rogers Communications Inc.
604.505.8113
sara.holland@rci.rogers.com

Barry Streib
Director, Corporate Relations - TBayTel
807.684.3509
barry.streib@tbaytel.com