



For Immediate Release:

PGA OF BRITISH COLUMBIA SIGNS CORPORATE PARTNERSHIP WITH ROGERS WIRELESS / CELLCOM TO BE THE 'OFFICIAL WIRELESS PROVIDER'

Partnership commences same day that Wireless Number Portability begins in Canada

Surrey, B.C. (March 14th, 2007) -The Professional Golfers' Association of British Columbia is pleased to announce a partnership with Rogers Wireless authorized dealer Cellcom Wireless of Surrey, B.C., positioning the company as the "Official Wireless Provider" for the Association. In addition, the parties have agreed to seek other opportunities to partner on special events, promotions and activities in support of golf in B.C.

The official partnership with Rogers Wireless / Cellcom Wireless will be the first of many new relationships cultivated for the Association over the next 12 months with the goal of providing more meaningful benefits to individual Members. PGA of BC members will have access to corporate pricing and member discounts through an exclusive PGA-tailored website at www.cellcomcorporate.com.

"We have developed pricing and discounts with Rogers Wireless / Cellcom that are tailored to our members' needs and what they expect from a wireless provider, both from a cost standpoint and through first class business support," noted PGA of BC Executive Director Brian Butters. "The pricing our members can take advantage of will speak for itself, but we also wanted the right service representative to be in place to exclusively handle our members' needs in an efficient manner," he added.

That individual will be Darelle Mitchell who is the Rogers Wireless "Top Business to Business Representative of the Year" for the last five years running (2002 - 2006). Darelle employs a team consisting of three other service professionals that enables him to proactively manage and service his corporate accounts at the highest levels.

Corporate clients include BC Securities Commission, the City of Vancouver, Canwest Global Media, Brian Jessel BMW, Orca Bay and Teck Cominco. More importantly, he combines his impressive resume with the appropriate communication tools (member-specific website / interface and email promotions) that are required to keep his corporate clients informed of new hardware and service promotions.

"Cellcom Wireless is thrilled to add the Professional Golfers' Association of British Columbia to a strong list of member-based associations we partner with," said Ken Mitchell, President of Cellcom Wireless. "We look to deliver the absolute best in corporate pricing and industry leading service to members of the PGA that we believe will lead to further cooperation between our two organizations in the near future."

The PGA of BC relationship with Rogers / Cellcom Wireless begins today on a landmark day in the \$11-billion-a-year Canadian wireless phone industry when Wireless Number Portability (WNP) takes effect in Canada.

WNP is a term used to describe the ability for Canadian consumers to keep their existing phone number when changing wireless phone service providers. Beginning today, almost four years after it was implemented with U.S. wireless providers, Wireless Number Portability will begin in Canada. In addition to being able to move their wireless phone number, Canadian consumers will also be able to move their landline phone number to a wireless phone and vice versa.

While WNP will remove a significant barrier to changing wireless service providers, PGA of British Columbia members should bear in mind the following when considering a switch:

- Handsets may not function on different carriers' networks due to different network technologies
- You may have a binding service contract with current providers, including early termination fees

- Your long distance services may not be transferable from one carrier to another
- Specific services you have with your current wireless provider may not be supported by another

PGA of BC Members can access more information on corporate pricing within the members' section of www.bcpga.org under 'benefits'.

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