



NEWS RELEASE

Eeyou Mobility prepares for launch of new cellular service in Eeyou Istchee and James Bay region of Quebec

National roaming and spectrum for Cree-controlled service provider enabled by Rogers

OUJE-BOUGOUMOU, QUEBEC, March 17, 2021 - Eeyou Mobility, a new high-quality mobile wireless service being deployed throughout the Eeyou Istchee and James Bay region of northern Quebec, announced today the pre-launch of its regionally owned cellular network. The founding shareholders, Eeyou Companeé, Eeyou Communications Network (ECN) and SSI Canada (SSi), will help provide strong local wireless coverage in nine Cree communities* and five Jamésien municipalities**, with planning underway for highway and access road coverage to improve traveller safety and security across the region.

Beta users in Ouje-Bougoumou are the first to experience calling, texting and internet browsing on the new Cree-controlled service provider. Today, the first calls and video chats were placed from northern Quebec by Abel Bosum, Grand Chief of the Grand Council of the Crees (Eeyou Istchee) and Chairman of Eeyou Companeé, to other Eeyou Mobility beta users roaming in Montreal and elsewhere in southern Canada, made possible by roaming services with Rogers Communications.

[SEE ATTACHED PHOTO]

The new Eeyou Mobility service will be rolled out commercially over the coming months as each of the communities on the network is tested and activated. EMI is confident its prices and data plans will be very attractive, leveraging the strengths of ECN's fibre backbone network in the region.

National arrangement

The agreement with Rogers will provide a "sub-licence" to SSI for radio spectrum, approved by Innovation, Science and Economic Development Canada (ISED). Eeyou Mobility customers will benefit from the additional Rogers bandwidth designed to deliver superior performance and

broad area coverage of wireless voice and data between Eeyou Mobility facilities and customer mobile devices.

In addition, to ensure access to reliable wireless coverage in even more places, through founding shareholder SSI, Eeyou Mobility has arranged for its customers to benefit from Canada-wide roaming on the Rogers network. Similarly, access to Eeyou Mobility's new network will be available to Rogers customers at no cost so they can roam in the Eeyou Istchee and James Bay region across northern Quebec.

Fibre Backbone

Eeyou Mobility will be the only mobile service delivered across a fibre optic backbone throughout the region. That fibre network, built for voice, data, video and internet transit, is provided by Eeyou Communications Network and will ensure high redundancy, advanced reliability and the best possible telecommunications experience for customers.

"Eeyou Companeé is proud and excited to be involved in the long overdue improvement of wireless mobile services to our communities and to the region," the President-Treasurer of Eeyou Companeé, Henry Gull, said. "This project falls squarely within our mandate under the La Grande Agreement with Hydro-Quebec to enhance economic development opportunities for the Crees and to improve conditions in the Cree communities. As an essential service for Eeyou Istchee and the James Bay region, building improvements to the telecommunications sector is an important step to greater self-determination for our people. We look forward to continue working closely with our partners, Eeyou Communications Network and SSI Canada to bring this project to its full potential."

"Cree participation and direct involvement in the development of Eeyou Istchee is an underlying principle of the James Bay and Northern Quebec Agreement as well as our more recent agreements with Quebec and Canada", said Abel Bosum, the Grand Chief of the Grand Council of the Crees (Eeyou Istchee) and Chairman of both the Cree Nation Government and Eeyou Companeé. "Over the years, this principle has enabled us to direct our own future and provide opportunities for our families, our communities, and our nation. Eeyou Mobility Inc. is another good example of what we can achieve, working together, to improve conditions for our people, to create growth, and to prepare the next generation with the assets they will need to continue on this path."

"Since its inception in 2004, Eeyou Communications Network has strived to fulfill its mission to improve telecommunication services throughout Eeyou Istchee and the James Bay region," said Alfred Loon, President and Chairman of Eeyou Communications Network. "After the success of ECN's Fibre-to-the-home, the next logical step is to improve mobile wireless services. Eeyou Communications Network's extensive fibre optic network and telecommunications expertise will be a solid foundation for the Eeyou Mobility project and we are thrilled to be working with

our partners, Eeyou Companeé and SSi Canada, to provide the best mobile wireless service in the region for the benefit of the population, governments and enterprises.”

“We are very pleased to be an Eeyou Mobility partner and to continue our close working relationship with Rogers,” said Jeff Philipp, founder and CEO of SSi. “After many years of experience delivering wireless broadband and mobile services in Nunavut and the Northwest Territories, we are excited to be planning a new network with our Cree and Jamesien partners in Quebec to deliver improved services to the entire Eeyou Istchee and Jamesien region. The ongoing support from Rogers is much appreciated and makes this possible.”

“We are proud to partner with Eeyou Mobility to help increase economic opportunities, improve public safety, and connect residents and business across northern Quebec to the moments that matter most, both in the Eeyou Istchee and James Bay regions, and beyond,” said Edith Cloutier, President of Quebec, Rogers Communications. “Our customers want high quality wireless access wherever they are, and we are committed to bringing connectivity to remote, northern and Indigenous communities.”

*** Cree Communities to be Served by Eeyou Mobility**

Chisasibi, Eastmain, Mistissini, Nemaska, Ouje-Bougoumou, Waskaganish, Waswanipi, Wemindji, Whapmagoostui

**** Jamesien Municipalities to be Served by Eeyou Mobility**

Chapais, Chibougamau, Lebel-Sur-Quevillon, Matagami, Radisson

For more information see:

Eeyou Mobility: www.eeyoumobility.com

Rogers: www.rogers.com

About Eeyou Companeé:

Eeyou Companeé was established in 1986 under the La Grande (1986) Agreement between the Cree Nation, Hydro-Quebec and others. From its head office in Chisasibi, Quebec, Eeyou Companeé manages compensation monies provided to the Cree under various agreements and oversees projects to promote the Cree traditional way of life, improve social conditions, enhance economic development within Eeyou Istchee, provide training and employment opportunities for the Cree, and facilitate cooperation between the Cree and Hydro-Quebec.

About Eeyou Communications Network:

Established in 2004 and headquartered in Mistissini, Eeyou Communications Network (ECN) is a not-for-profit telecommunications corporation that provides broadband carrier services for the Cree communities of Eeyou Itschee and the municipalities of the James Bay region. ECN was created to

address the digital divide and digital literacy issues affecting the region and its population, thus supporting the development of services and regional businesses and promoting local jobs, culture, knowledge and skills in the communities.

By 2018, ECN had completed the installation of a 3000 km territory-wide fibre optic network, providing high speed connectivity to various organizations in health, education, public safety and security, as well as fibre-to-the-home (FTTH) internet, home phone and TV services to residences and small business.

About SSi Canada: Headquartered in Yellowknife, Northwest Territories, and with a satellite teleport and network operations centre in Ottawa, SSi designs, builds and operates state-of-the-art communications networks. SSi is a pioneer in delivering remote-area connectivity in Canada's North and the developer-operator of the award winning SSi Mobile and QINIQ broadband services. With over 30 years of operating experience, SSi is a leader in delivering advanced satellite, broadband and mobile wireless solutions.

SSi understands first-hand the challenges faced in providing effective and affordable communications services to remote and outlying areas, having launched broadband and mobile voice and data services into many markets where these previously did not exist.

About Rogers:

Rogers is a proud Canadian company dedicated to making more possible for Canadians each and every day. Our founder, Ted Rogers, started our company in 1960 with the purchase of CHFI radio station. We have grown to become a leading technology and media company that strives to provide the very best in wireless, residential, and media to Canadians and Canadian businesses. Our shares are publicly traded on the Toronto Stock Exchange (TSX: RCI.A and RCI.B) and on the New York Stock Exchange (NYSE: RCI). If you want to find out more about us, visit about.rogers.com.

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