

DAVE Wireless chooses Ericsson to build its 3G network

Network will enable DAVE Wireless subscribers to access advanced wireless services and devices

Toronto – Data & Audio Visual Enterprises Wireless Inc. (DAVE Wireless) announced today that it has signed an exclusive multi-year contract with Ericsson to design and build its 3G Universal Mobile Telecommunications System (UMTS) network. The high speed packet access (HSPA) network will give DAVE Wireless subscribers access to 3G smartphones and data devices, as well as excellent voice and data services. The network is also enabled with the capability of high speed packet access evolution (HSPA+) – allowing for future mobile broadband services.

UMTS is the gold standard for 3G mobile phone technologies. It is a proven technology, with millions of subscribers currently benefiting from exceptional voice quality and a vast selection of handsets and data devices.

“This is an important milestone for DAVE Wireless and moves us one step closer to offering competitive voice and data services to Canadians,” said Dave Dobbin, President, DAVE Wireless. “We are confident that by selecting Ericsson, a recognized global leader in network infrastructure and telecommunications services, our subscribers will receive great value when using our voice and data services.”

Under the terms of the agreement, Ericsson will provide a complete end-to-end solution for the DAVE Wireless network including all aspects of the design, implementation, testing and operational handover. Industry-leading Ericsson base stations, radio network controllers, and core network elements will all be deployed in each of DAVE’s markets. Ericsson will also supply and install its enhanced voicemail service platform,

as well as enhanced short message service (SMS) and multimedia message service (MMS) platforms. The all-IP network will allow DAVE to cost-effectively provide its customers with innovative services and applications.

"We are excited to be chosen as the exclusive supplier to design and build the 3G network for DAVE Wireless," said Angel Ruiz, President, Ericsson North America. "Ericsson's global technology leadership combined with our 56 years of experience in the Canadian market will help DAVE provide an enriched communication experience for its customers."

"Ericsson's HSPA network infrastructure positions DAVE to provide the most advanced wireless technologies to Canadians today and allow for future LTE deployments," Dobbins added

Ericsson MINI-LINK™ Microwave radios will be used extensively in the network for backhaul of cellular voice and data traffic. These flexible, scalable and high capacity devices will allow the DAVE Wireless network to scale easily to handle all projected network loading, while reducing costs for backhaul versus conventional leased lines.

DAVE Wireless and Ericsson will now utilize their respective strengths to move forward with final planning and deployment of the DAVE Wireless 3G network. This exclusive agreement covers the network build of DAVE Wireless' five most populous markets; Toronto, Vancouver, Calgary, Edmonton and Ottawa.

DAVE Wireless currently holds 10 licenses for targeted urban markets across Canada, covering over 16 million Canadians. They plan on offering simple, flexible and affordable wireless services to Canadians in early 2010.

DAVE Wireless is a newly formed wireless entity led by Obelysk, a diversified Canadian holding company, and Quadrangle Capital Partners, a global investor in the telecommunications and media sectors with more than \$6 billion of capital under management. Following the Canadian wireless spectrum auction, DAVE Wireless now holds licenses which cover more than half of Canada's population in 10 of the 13 largest markets including Toronto, Vancouver, Calgary, Edmonton and Ottawa.

For more information, visit www.ericsson.com.

For further information or to schedule an interview, please contact:

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