



Stock Symbol: MBT

# NewsRelease

## A Century of Connecting Canadians: 100<sup>th</sup> Birthday for MTS Allstream

*CEO Pierre Blouin marks historic milestone by ringing TSX opening bell*

**WINNIPEG, MB, January 15, 2008** – Just after midnight one hundred years ago today, the company that would become MTS Allstream, a Canadian leader in telecommunications, came into existence under the name Manitoba Government Telephones. Initially established to provide telephone service to the people of Manitoba, the company has evolved into one of Canada’s most important innovators in telecommunications, and has had a significant impact on the way Canadians live and work every day.

“Over the course of its first century of service, MTS Allstream and its predecessors have made innovations that have changed the way we communicate with each other and the world around us,” said CEO Pierre Blouin. MTS Allstream’s list of accomplishments illustrates the impact the Company has had on Canadian business – and life – over the course of its first century. The large number of advances attributable to MTS Allstream includes:

- The first Telex message (1956)
- The world’s first rural fibre optics transmission, between Elie and St. Eustache, Manitoba (1981)
- Canada’s first virtual private voice network (“VPN”) (1990)
- The first Canadian Internet and email service for Personal Digital Assistants (PDAs) (2001)
- Canada’s first national IP trunking solution (2006)

In recognition of the Company’s significant impact on Canadian business, Mr. Blouin was invited to ring the bell to kick off this morning’s trading on the TSX. Later today he will host an official celebration of the anniversary at the Company’s headquarters in Winnipeg. The Company has also launched an official section of its Web site celebrating its 100 years of connecting Canadians.

“Today’s MTS Allstream is a true innovator,” says CEO Pierre Blouin. “Our network capabilities, together with our leading-edge services and skilled employees, allow us to compete and win in business markets across the country and the consumer space in Manitoba. Our services and strong customer relationships position us to succeed. I have said it before, and it continues to ring true: MTS Allstream stands at the leading edge of the trends that are re-defining telecommunications in Canada.”

Mr. Blouin credits a great deal of the Company’s success over the course of its first century to the innovative spirit of its employees. “Dating back to long before MTS acquired Allstream in 2004, both companies were noted for their innovation and focus on customer service,” he says. “This is what has allowed MTS Allstream to thrive. Our people have been – and continue to be – a key advantage

in a very competitive industry. They are focused on delivering true value as seen through the eyes of the customer – today, and into the future.”

The MTS Allstream special anniversary Web site can be viewed at [www.connectingcanadians.ca](http://www.connectingcanadians.ca).

***About MTS Allstream***

*MTS Allstream Inc. is a wholly owned subsidiary of Manitoba Telecom Services Inc., and is one of Canada’s leading national communication solutions providers, delivering innovative products and services through the Enterprise Solutions and Consumer Markets divisions. The Enterprise Solutions division, which operates under the Allstream brand nationally and under the MTS brand in Manitoba, is a leading competitor in the national business and wholesale markets. This division offers customers a portfolio of solutions tailored to the needs of medium and large businesses looking for success in a world of rapidly evolving technology – Internet protocol-based communications, unified communications, voice and data connectivity services. The Consumer Markets division leads every telecommunications market segment in Manitoba, delivering a full suite of next generation wireless, high-speed Internet and data, digital television and wireline voice services under the MTS brand, as well as small business services across Canada under the Allstream brand, and security and alarm monitoring services through AAA Alarm Systems Ltd., an affiliate of MTS Allstream which also operates in other western provinces. MTS Allstream’s extensive national broadband fibre optic network spans more than 24,300 kilometres, and provides international connections through strategic alliances and interconnection agreements with other international service providers. Manitoba Telecom Services Inc.’s common shares are listed on The Toronto Stock Exchange (trading symbol: MBT). For more information, please visit: [www.mtsallstream.com](http://www.mtsallstream.com).*

- 30 -

**For more information, please contact:**

*Media:*

Greg Burch  
Manager Corporate Communications  
(204) 941-8576  
(416) 345-3576  
[media.relations@mtsallstream.com](mailto:media.relations@mtsallstream.com)

*Investors:*

Ian Chadsey  
Vice-President Investor Relations  
(204) 941-8283  
[investor.relations@mtsallstream.com](mailto:investor.relations@mtsallstream.com)