



Stock Symbol: MBT

# NewsRelease

## Luminaries Award Winners Shine for Contributions to MTS Allstream over 100 Years

WINNIPEG, MB, September 26, 2008 – MTS Allstream Inc. (“MTS Allstream”), as part of its 100<sup>th</sup> anniversary celebrations, was delighted to pay tribute to a select group of individuals last week – the MTS Allstream Luminaries. The 14 remarkable people, primarily current and former employees, were praised for distinction in their respective fields through outstanding achievements and dedication in the categories of customer service, leadership, creativity, innovation, technical achievement, environmental stewardship and community service.

“We call them Luminaries because each, in his or her own way, has made an important contribution to the company, and in the process encouraged others to do the same,” said Pierre Blouin, CEO, MTS Allstream. “Each of the Luminaries is an exceptional person who has contributed to our company, our communities, and inspired their colleagues to reach higher. They truly are an inspiration to all of us and deserve our thanks and recognition.”

The following employees – past or current – are the MTS Allstream Luminaries:

### **Roger Ballance – Leadership**

Roger, who retired in 2006, is a former Executive Vice President of the company who in a variety of senior executive positions played an integral role in driving the evolution of MTS Allstream’s development into a significant national competitor. Roger was involved at the highest levels of strategic direction for the company for 36 years.

### **Geoffrey Badgley – Customer Service Excellence**

Geoff is a senior manager of client services in our Vancouver office. A 25 year veteran of the company, he has a reputation for solving difficult customer service issues with urgency, competence and diplomacy. Geoff has also made contributions in the acquisition and retention of several key national accounts.

### **Gordon Holman – Customer Service Excellence**

Gordon, who is retired, joined the company in 1956. His career spanned 36 years and culminated in his promotion in 1989 to Regional Vice President in the Northern Region of the province. There he demonstrated leadership in delivering phone service to rural and remote communities in Manitoba, bringing to life our commitment to connecting communities and all Canadians.

### **Mary Anne Piercy – Customer Service Excellence**

Mary Anne is a retired customer service manager and a symbol of “the voice to the customer”. One of her achievements was training customer care teams to assist customers with concerns ranging from installation, repair, billing, and calls to directory assistance. Mary Anne, who began her career in 1955, was a model employee – a professional who knew how to treat customers respectfully, and a teacher who helped others on her team do the same.

**Roy Sherbo – Creativity, Innovation and Technical Achievement**

Roy is the current vice president of regional operations in the Consumer Markets division and has been with the company for 32 years. He played a pivotal role in a significant program evolving the Manitoba network with broadband technology. As a result, MTS Allstream was able to enter the marketplace with its digital television service, MTS TV, one of the largest deployments of its kind in North America.

**Rob Kress – Creativity, Innovation and Technical Achievement**

Over his 34 year career, Rob has developed a strong reputation as the “go-to guy” on difficult technical issues, particularly those associated with rolling out new services based on advanced technology. In this industry, where technology changes so quickly, the company depends heavily on the experience and ingenuity of people like Rob Kress.

**Rod Kachulak – Creativity, Innovation and Technical Achievement**

Rod retired in 2006 after a distinguished thirty-five year career. Among his many accomplishments is the development of a Broadband Network plan. This moved MTS Allstream into the future by deploying technologies that today provide the infrastructure to deliver, digital television and high-speed Internet.

**Fred Riddle – Environmental Leadership**

Fred has been a driving force behind many initiatives in the company to “go green” and to build the reality of MTS Allstream as a socially responsible corporate citizen that is committed to sustainable development. Today – thanks to the work of Fred Riddle and others he has inspired – we are a leader in our industry for environmental performance.

**Ella West – Community Service**

Ella is a director of risk management, and was the 2006 Volunteer of the Year in the enterprise solutions division for her dedication to the Canadian Red Cross. In 2006, she volunteered 750 hours in Sri Lanka after the tsunami disaster, coordinating efforts to find temporary housing, water and food supplies. In May 2008, Ella was awarded the prestigious “Order of Red Cross” for two decades of volunteer service to the Canadian Red Cross.

**Barbara Sul – Community Service**

Over the past 20 years, Barb has been involved with MTS Volunteers – formerly known as the Telephone Pioneers. She has been a leader in numerous volunteer projects and devotes approximately 100 hours a month to many community causes that answer the call of those in need.

In addition, the following individuals received Special Recognition Luminary Awards:

**Harry Mortimer**

For approximately 40 years, Harry has been the unofficial company historian. Even prior to his retirement in 1996, he worked with a group of volunteers to preserve and catalogue artifacts, recording the history of the company and its changes over the generations. The company is incredibly proud of Harry’s commitment to preserving the past.

**Hendrik (Hank) Meinders**

With 49 years of service, Hank is MTS Allstream's longest serving current employee. He began his career in 1959 as an equipment installer and traveled across Manitoba working on telephone equipment installation. Hank helped establish the microwave system between Churchill and Winnipeg and was also involved in establishing two province-wide fibre optic networks. In the 1970s, he joined the engineering department, and then transferred to the architects department, where he works today.

**James C. McDaniel** (posthumous)

Jim, who passed away in 2006, began his career in 1934 as a young telegraph messenger. His career spanned the last century's technology revolution from Morse code to fibre optics to the beginnings of the Internet. During the 1970s and 1980s, Jim was the face of the company in television commercials. After a brief retirement in the 1990s, Jim returned as a member of the senior management team, where he contributed his powers of persuasion and national presence to the efforts to bring competition to Canada's long distance telephony market.

**Sir Rodmond P. Roblin** (posthumous)

The Roblin Government created Manitoba's first crown corporations. Under Premier Roblin, the province bought the Bell Telephone Co., created a successful government telephone system, and established the first effective public utilities commission in the nation. The official name of the company, designated by an Order-in-Council on January 15, 1908, was Manitoba Government Telephones. The development of the Manitoba Government Telephones, the first such system on the continent, began in response to a growing demand for public ownership of public utilities.

For more information about the Luminary winners and the history of the company, please visit a special website developed by MTS Allstream to commemorate its 100th anniversary:

[www.connectingcanadians.ca](http://www.connectingcanadians.ca).

**About MTS Allstream**

*MTS Allstream 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 Allstream 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 – IP connectivity, unified communications, IT consulting and security 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 in select markets 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).

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