



Stock Symbol: MBT

# NewsRelease

## MTS Allstream Announces Second Century Exhibit at MTS Centre

**WINNIPEG, MB, April 17, 2008** – MTS Allstream Inc. (“MTS Allstream”) is pleased to announce a new *MTS Allstream: Connecting Canadians into Our Second Century* exhibit located in the historic Eaton’s window on the second floor of the MTS Centre close to the Portage Avenue and Donald Street entrance. This exhibit, which is open to the public free of charge until early 2009, captures the history of telecommunications in Manitoba, the important role of MTS Allstream in the advancement of telecommunications in Canada, and the company’s evolution over the course of its first hundred years.

“We take pride in the role we have played in making Manitoba the great place it is today,” said Pierre Blouin, Chief Executive Officer of MTS Allstream. “We have led a number of technological and service innovations that have, quite simply, improved the way Manitobans do business and communicate with one another – from pioneering touch-tone technology and rural fibre optics, to becoming an international leader in digital television provided through the telephone lines.”

The exhibit, created with the assistance of The Manitoba Museum, features artifacts from the Company’s corporate historical collection which help to trace the evolution of telephone and telecommunications services through the technological revolutions of the 20<sup>th</sup> century. They include:

- A telegraph key, used to send Morse Code from the late 1800s to the 1940s.
- A variety of different telephone sets, including the 1914 Long wood wall set that was the standard in rural Manitoba for about 50 years, as well as the 1968 Contempra touch-tone phone, which was introduced when Brandon became the first Canadian city to provide touch-tone dialing.
- Cellular phones which illustrate the tremendous advancements in mobile telephony over the last 20 years, from the bag-style cell phone of 1988 to the pocket-sized BlackBerry™ 8130, which has only been in the market a matter of months, and which incorporates such functions as still and video cameras, media players, messaging, browsing, and all the calling features available with cellular voice service today.

“The *MTS Allstream: Connecting Canadians into Our Second Century* exhibit provides Manitobans with a unique opportunity to look up-close at some of the advances that have played a key role in the evolution of communication,” said Claudette Leclerc, Chief Executive Officer of The Manitoba Museum. “The Manitoba Museum is thrilled to work with MTS Allstream as it celebrates its 100<sup>th</sup> anniversary.”

MTS Allstream thanks the Eaton’s retiree group for the opportunity to exhibit 100 years of telecommunications in the historic Eaton’s window over the next year. For more information about the Company’s history and its 100<sup>th</sup> anniversary celebrations throughout 2008, please visit [www.connectingcanadians.com](http://www.connectingcanadians.com).

**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 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, and 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 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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