



FIRST OF ITS KIND COMPETITION LAUNCHES TO GIVE CANADIANS A CHANCE TO HAVE THEIR 'BEST CONVERSATION EVER'

WIND Mobile To Donate Over Half A Million Dollars To Canadian Charities

Prominent Canadians including Toronto Mayor Rob Ford, Ottawa Mayor Jim Watson, Chef Mark McEwan, Explorer Geoff Greene and Calgary Stampeders Lyle Bauer share their answers to inspire others

(TORONTO, January 24, 2011) – Bieber? Buffett? Oprah? Obama? Today, WIND Mobile announced a new competition that will give five Canadians the opportunity to talk to anyone they want in the world.

To make these conversations happen, WIND Mobile will donate over a half a million dollars to Canadian charities. Once WIND confirms the winners, WIND will donate \$100,000 on behalf of the chosen personalities for having the conversations. An additional \$100,000 will also be donated to the six most popular charities as voted for online at www.BestConversationEver.ca.

"The question we are asking 'if you could talk to anyone in the world, who would it be?' is the kind of question that really gets people talking, whether it's at work, at home or even among strangers," said Anthony Lacavera, Chairman, WIND Mobile. "We think it's a powerful and fun question and we are look forward to hearing how Canadians answer it! Ultimately, we hope this unprecedented competition makes a few dreams come true and helps some important Canadian charities in a big way."

When it comes to who they want to talk to, Canadians are encouraged to get creative: is it an actor or an author, a well known chef or business person? An athlete, journalist or politician? "Whether it's a film student in Calgary whose dream is to speak to Steven Spielberg, an environmental scientist in Ottawa who wants a few minutes with Al Gore, or a restaurant owner in Vancouver keen to chat with Jamie Oliver - we are going to make some amazing conversations happen," said Lacavera.

To help kick-off the competition WIND Mobile brought one the top newsmakers of 2010, Aron Ralston to Toronto for a conversation. Ralston, the real life mountain climber who was forced to cut off his own arm and whose journey is depicted in the much acclaimed film *127 Hours*, shared his inspiring story and encouraged Canadians to think outside the box on who they'd like to speak with.

The launch event was held at Ryerson University where dozens of students gathered to hear the conversation and become among the first to enter the competition. WIND Mobile staff were on hand to help people record and upload their entries in the "Conversation Lounge" where the event was held. These lounges will be set up at

universities and malls in cities across Canada through-out the course of the competition. Who knows who else might drop by these lounges to inspire people to think outside the box?

“From the beginning WIND Mobile was built by the power of conversation – listening to what Canadians wanted to build a better wireless carrier. *Best Conversation Ever* is an extension of that promise,” says Lacavera.

Who do these well known Canadians want to talk to?

Rob Ford, Mayor of Toronto... Warren Buffett
Justin Trudeau, MP would talk to... Neal Stephenson
Valerie Pringle, Canadian Journalist... would talk to Nelson Mandela
Gerard Kennedy, MP... Nelson Mandela
Sami Jo Small, Double Gold Medalist, Women’s Hockey...Obama
Lyle Bauer, President & Chief Operating Officer, Calgary Stampeders... Obama
Dan Hill, Songwriter... Obama
Dr. Samantha Nutt, Founder of War Child Canada... Lee Harper
Mark McEwan, Celebrity Chef... Alan Greenspan
Geoff Green, Arctic Explorer... Dr. E.O. Wilson
Jim Watson, Mayor of Ottawa... Sydney Crosby
Senator Mike Duffy... Queen Elizabeth II
Dean Del Mastro, MP... Warren Buffett
Senator Michael MacDonald... the Dalai Lama
Mike Harris, former Premier of Ontario... his wife
FeFe Dobson, Canadian singer ... Stevie Nicks

About the Competition

The ultimate goal of the competition is to help five lucky Canadians have the conversations they never dreamed possible. The competition begins January 24, 2011 and runs until March 7, 2011. The winners will be selected by a panel of WIND judges and industry leading bloggers. Entries will be judged based on creativity and number of votes. Full details are available at: www.bestconversationever.ca

About WIND Mobile

WIND Mobile provides voice, text and data services to Canadians on a next-generation wireless network and is committed to offering a level of wireless service presently not available in Canada. WIND Mobile is built on actual conversations that are happening with Canadians who are passionate about wireless and creating a better mobile offering nationally. For more information, please visit: www.WINDmobile.ca.

Globalive Holdings is a leading provider of telecommunications solutions in Canada and internationally to the consumer, business and hospitality markets. The Globalive companies include: WIND Mobile, Yak, OneConnect, Canopco and Globalive Carrier Services. For more information, please visit: www.globalive.com.

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To download press materials and photos please visit:
www.narrative.ca/windmobile/bestconvoever/media_room.html

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