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## **Public Mobile Opens Stores**

### ***Offers Free Unlimited Canadian Long Distance for Life***

**TORONTO, Ont. — March 18, 2010** — In an industry that's been known to shock customers with unexpected costs and hidden charges, there was a nice surprise today. New wireless entrant Public Mobile announced that it's offering free Unlimited Canadian long distance for life. The offer is available for a short period of time to people who join Public Mobile now and wait until service begins in Toronto and Montreal in mid-May.

"Today we have 25 stores open for business," said Alek Krstajic, Chief Executive Officer of Public Mobile. "Customers can visit us in person, call us or go to [www.publicmobile.ca](http://www.publicmobile.ca). And by mid-May, we expect to have twice the number of locations." Krstajic also added, "Now that our stores are open and ready to go, we want to give our customers the same opportunity. We're excited to offer unlimited talk and text and we want people to have the chance to use our service as soon as it's available."

#### **Store Locations Continue to Expand**

Public Mobile opens with 15 stores in Toronto and 10 stores in Montreal and will continue to expand locations. Customers who buy their phone now can take it home with them and will be able to easily activate it when service begins.

## **Unlimited Ads**

Public Mobile also confirmed today that it's the face behind almost 1,200 **Unlimited** ads at bus and subway stops in Toronto and Montreal. There are 691 ads in Toronto and 498 ads in Montreal, making it one of the largest ad campaigns of its kind ever seen in either city. The **Unlimited** ads have been up for several weeks, but this week they revealed to include Public Mobile's logo and offer of **\$40 unlimited talk and text**. The campaign features real people from both cities. There was no makeup or retouching. A similar television ad campaign, also featuring real people, will start appearing on television this week.

## **About Public Mobile**

Formed in 2008, Public Mobile is a new wireless entrant that will provide unlimited talk and text services to 19 million Canadians across Ontario and Quebec. Public Mobile will launch service in Toronto and Montreal in mid-May. [www.publicmobile.ca](http://www.publicmobile.ca)

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**For more information:**

[media@publicmobile.ca](mailto:media@publicmobile.ca)