



SupportLink Marks 10 Years of Helping Victims of Violence in Ontario during National Victims of Crime Awareness Week

TORONTO, ON (April 30, 2009) – Rogers Wireless, Ericsson Canada Inc. and the Ontario government mark the 10th anniversary of SupportLink. The program was developed to help prevent violence against women and provide support to those in danger.

The SupportLink program provides victims at risk of domestic violence, sexual assault or stalking with intensive and comprehensive personal safety planning, as well as wireless phones provided by Ericsson Canada, pre-programmed by Rogers Wireless to dial 911 in the event of a personal safety emergency.

“SupportLink is an important part of the McGuinty government’s commitment to prevent violence against women in Ontario, and we are especially pleased to join with Rogers Wireless and Ericsson Canada during Victims of Crime Awareness Week to commemorate the decade of service that this program has provided to victims,” said Attorney General Chris Bentley. “We thank Rogers Wireless and Ericsson Canada Inc. for their continued investment in SupportLink.”

SupportLink was initiated in 1998 with two pilot sites in Ottawa and Barrie. Following the success of these programs, SupportLink was expanded in 2001. Today, there are SupportLink sites located in: Barrie, Ottawa, Whitby, Bracebridge, Orillia, Peterborough, Markham, Brantford, Bolton, St. Catharines, Guelph, Brampton, Napanee, North Bay, Sudbury, Timmins, Toronto, Strathroy, Sarnia and Essex.

“Rogers Wireless is proud to be a part of this unique program that gives people in need the confidence, security and empowerment of being connected when and where they need it the most,” said Rob Bruce, President, Rogers Wireless. “We are pleased to work with the Government of Ontario and Ericsson Canada to help provide access to 911 services in 20 cities across the province to improve the safety of women at risk of domestic violence.”

“For individuals or families in the SupportLink program, a phone can literally be a lifeline,” said Mark Henderson, President and CEO, Ericsson Canada Inc. “Ericsson is committed to providing communication technology to improve the quality of life for individuals at risk and continuing to participate in this program with Rogers Wireless and the Government of Ontario.”

The Ontario government provides \$676,000 per year for the program, which now supplies more than 730 SupportLink phones to victims of crime in Ontario. Each year, the program serves more than 2,000 victims of crime across the province and helps them to develop plans for their safety.

Victims of Crime Awareness Week, April 26 to May 2, 2009, is dedicated to raising awareness of victims' issues and the services that provide them with help and support.

For more information, visit

<http://www.attorneygeneral.jus.gov.on.ca/english/ovss/programs.asp#supportLink>.

About Rogers Wireless

Rogers Wireless provides wireless voice and data communications services across Canada to more than 7.9 million customers under both the Rogers Wireless and Fido brands. Proven to operate Canada's most reliable wireless voice and data communications network, Rogers Wireless is Canada's largest wireless provider and the only carrier operating on the global standard GSM and highly advanced HSPA technology platforms. In addition to providing seamless roaming in more than 200 countries/areas with its GSM based services, Rogers Wireless also provides wireless broadband services across Canada utilizing its 2.5GHz fixed wireless spectrum. Rogers Wireless is a subsidiary of Rogers Communications Inc. (TSX: RCI; NYSE: RCI), a diversified Canadian communications and media company. For further information, please visit

www.rogers.com

About Ericsson

Ericsson is the world's leading provider of technology and services to telecom operators. The market leader in 2G and 3G mobile technologies, Ericsson supplies communications services and manages networks that serve more than 250 million subscribers. The company's portfolio comprises mobile and fixed network infrastructure, and broadband and multimedia solutions for operators, enterprises and developers. The Sony Ericsson joint venture provides consumers with feature-rich personal mobile devices.

Ericsson is advancing its vision of 'communication for all' through innovation, technology, and sustainable business solutions. Working in 175 countries, more than 70,000 employees generated revenue of USD 27 billion (SEK 209 billion) in 2008. Founded in 1876 and headquartered in Stockholm, Sweden, Ericsson is listed on OMX Nordic Exchange Stockholm and NASDAQ

For more information, visit www.ericsson.com or www.ericsson.mobi.

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