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## NEWS RELEASE

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### **SSi Broadband: Fighting for *more usage, lower cost, greater choice.* Leveling the playing field, one service at a time.**

**YELLOWKNIFE, March 4, 2014.** Effective immediately, SSi has launched four new Internet plans for Yellowknife customers. These exciting new offerings reduce the entry level for Internet to the lowest price in Yellowknife and increase usage by 300% on our standard residential plan.

With these new services there's something for everyone – from the “Ice Road” package for those who need truckloads of data, to the new “Snowshoe” for light users. Full details of the new plans are available at [www.ssimicro.com/broadband-internet](http://www.ssimicro.com/broadband-internet).

Without a doubt every customer deserves “The BEST service”, but what does BEST actually mean? At SSi, being the best provider means:

- ✓ Be loyal to customers if you want them to be loyal to you
- ✓ Provide exceptional customer care and go that extra mile
- ✓ Act with integrity, admit mistakes and work to solve them
- ✓ Be transparent and tell it like it is
- ✓ Fight for your customers' rights

As always, with our Internet plans, what you see is what you get:

- There are no contracts. Cancel or suspend service when you want.
- No charge for upgrades or downgrades at any time
- Immediate installation. Take your modem home, plug it in & go!
- Detailed online usage accounting ensures no surprise bills!
- The BEST customer care.



### **One step closer to fair competition**

These new packages are made possible in part because of reductions ordered by the CRTC to the wholesale rates Northwestel charges competitors to use its monopoly fibre backbone connecting Yellowknife to the south and the rest of the world.

For almost three years, SSi has taken a lead role and spent significant resources in the pursuit of better broadband pricing and greater competitive choices in the North. This included initiating and actively participating in a number of key proceedings before the CRTC. The cost of wholesale backbone connectivity has been at the heart of issues preventing fair competition and better pricing.

One year ago, the CRTC significantly reduced the wholesale rates Northwestel was allowed to charge competitors. Immediately after that decision, SSi increased the usage cap for the Yellowknife residential Internet plan from 8GB to 20GB, at no cost to customers.

Unfortunately, Northwestel appealed last year's CRTC decision. The uncertainty the appeal caused led SSi to delay other positive initiatives. However, last December the Commission made determinations in Telecom Regulatory Policy 2013-711 to clarify matters that had been in flux, including the disputed wholesale backbone rates that Northwestel is permitted to charge competitors like SSi for fibre connection to the South.

Even though there are still barriers to be removed to achieve better broadband and greater choice in communications services for Northern consumers, SSi wants its customers to benefit now by introducing these new Internet plans for Yellowknife that feature: *More usage, lower cost, greater choice – and superior customer care.*

"The last four years have been a challenge for us. We lost a lot of customers in Yellowknife because of Northwestel's tactics with competitors," says Jeff Philipp, Founder and CEO of the SSi Group of Companies. "We spent tons of money on this fight, and now it's paying off. The loyal customers that stood by us are seeing a benefit today with these new Internet plans. Fair competition works across the board; it is good for all customers, even those of our competitors." He adds, "We're not done yet. We'll keep fighting, leveling the playing field one service at a time."

For more information on our fight for better broadband, see the [www.ssimicro.com/fair-competition](http://www.ssimicro.com/fair-competition)

To review the CRTC Regulatory Policy 2013-711, see <http://www.crtc.gc.ca/eng/archive/2013/2013-711.htm>



**About SSi:** Headquartered in Yellowknife, Northwest Territories, the SSi Group of Companies provides broadband service across Canada’s North. SSi understands first-hand the challenges faced in providing effective and affordable communications services to remote and outlying areas, and in providing a competitive alternative to the incumbent operator in small and remote markets.

SSi has deployed advanced satellite and local broadband wireless facilities that deliver services throughout Nunavut under the “QINIQ” brand, and in over thirty communities of the Northwest Territories, an area spanning over three million square kilometres. The network uses state-of-the-art full mesh connectivity and supports broadband Internet, voice and videoconferencing technologies.

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