

Why choose Eastlink Wireless?

Eastlink offers the best value.

Even without a bundle:

- Vs. Big 3 Legacy Carriers (Bell, Telus and Rogers) – you don't sign a term contract, you can get access to the most extensive LTE coverage in the Maritimes, and you get lower plan prices.
- Vs. Discount Brands (like Koodo) – you benefit from low upfront prices for the best cell phones, unlike the discount brands. The discount brands have higher upfront cell phone costs since they won't offer you attractive cell phone subsidies.

And we're local – we live here too. Built by Maritimers, for Maritimers.

Will I get a discount if I bundle with Eastlink?

- Yes, you save more, the more you bundle. 20% off with three other services (quad-play), 15% off with two other services and 10% off with one other service. These other services are internet, television and home phone.
- When you combine your 20% wireless discount in a quad-play bundle with our already lower prices, you can save a total of up to 30% vs. the Big 3 legacy carriers.
- You don't need to pay more than the discount brands. In a quad-play bundle, our pricing is on par with the discount brands, but at Eastlink we offer low upfront prices for the best cell phones. The discount brands have higher upfront cell phone costs since they won't offer you attractive cell phone subsidies.

Will you offer a discount for each cell phone I have on my account?

Yes, Eastlink offers bundled savings of up to 20% for each phone on your account (up to 5) in addition to shareable minutes and data. Only Eastlink offers discounts of up to 20% for multiple cell phones on your account.

Will you subsidize the cell phone? / How much will I pay up front?

Eastlink offers low upfront pricing, just like the Big 3 legacy carriers – but with Eastlink you won't get locked into a lousy term contract. We will put the difference between the price of the cell phone and what you pay on a tab, we call this Eastlink easyTab. How does it work? We will apply the equivalent of 10% of your monthly payment (before taxes) to your tab each month – once your tab is paid off we still apply the 10% each month to create a positive tab balance that you can use toward your next Eastlink cell phone! And don't worry, if you still have a tab balance after three years, we'll forgive the remaining balance.

Do you have contracts?

We do not have term contracts, unlike the Big 3 legacy carriers. Our goal is to earn your trust every day. Our competitors want to lock you into a lousy fixed term contract.

Where is the network?

Our coverage is throughout Nova Scotia and Prince Edward Island on an unparalleled 4G LTE network. Coverage at launch is the majority of mainland Nova Scotia and southern Prince Edward Island.

When can I get Eastlink wireless service?

We will begin offering wireless tomorrow (Thursday) at Spring Garden Road. The remaining Eastlink stores in HRM will begin offering wireless by the end of February and all of the stores in our launch coverage area will be offering wireless by the first week of March. To ensure a great customer experience, we will be suggesting to customers that they consider signing-up for Eastlink wireless service when coverage is ready in their area.

Will I be able to keep my cell phone number if I switch to Eastlink Wireless?

Yes! Customers will be able to keep their same cell phone number if they switch to Eastlink Wireless.

What are your network build out plans?

Our goal is to quickly expand network coverage; rolling out our network to the remaining areas of Nova Scotia and Prince Edward Island over the next 18 months. We have a coverage map that is always up to date at www.eastlink.ca/coverage.

Will I be roaming when I use my phone outside of the Eastlink network in Nova Scotia, Prince Edward Island and throughout Canada?

Yes, we provide roaming coverage outside of our network at very competitive rates - throughout Canada, the United States and in over 230 international destinations. Check out our everyday low roaming rates in the United States.

What if I travel to Toronto for the weekend?

Each of our plans include more than enough travel minutes to cover a weekend trip outside of our network, and we offer incredibly low messaging rates throughout Canada.

Will you have a single bill for all of your services?

Customers will initially receive a separate bill for their wireless services, and will be eligible for big savings in a bundle - up to 20% of their wireless plan.

Will you have the iPhone?

The iPhone is not available from Eastlink at launch, as it currently has a technology limitation that prevents it from being fully compatible with our network; however, we are confident that customers will be very pleased with our selection of the best selling Smartphones brands in the world.

Will you offer BlackBerry 10?

Yes. BlackBerry's latest operating system, BlackBerry 10, will be available to Eastlink customers by mid-March.

Do you offer commercial packages?

We will soon be offering commercial packages; business customers can expect the same great value.

Will my existing cell phone work on your network?

Yes, it is possible to use a non-Eastlink phone if it is compatible with our network. Bring your device to any of our Eastlink stores and we can determine if your cell phone is compatible.

Rate Plans



No
Activation
Fees

Talk & Text Plans

	\$20/mo Regular: \$25/mo	\$30/mo Regular: \$37.50/mo
Local Anytime Minutes	200	Unlimited
Nights & Weekends Minutes	Unlimited	Unlimited
Text, Picture & Video Messaging	Unlimited	Unlimited
My Eastlink Calling	Unlimited	Unlimited
Call Display, Call Waiting, Conf. Calling	Included	Included
Canada-Wide Travel Pack	25 minutes	50 minutes

Unlimited when on the Eastlink Wireless network

Data Add-ons

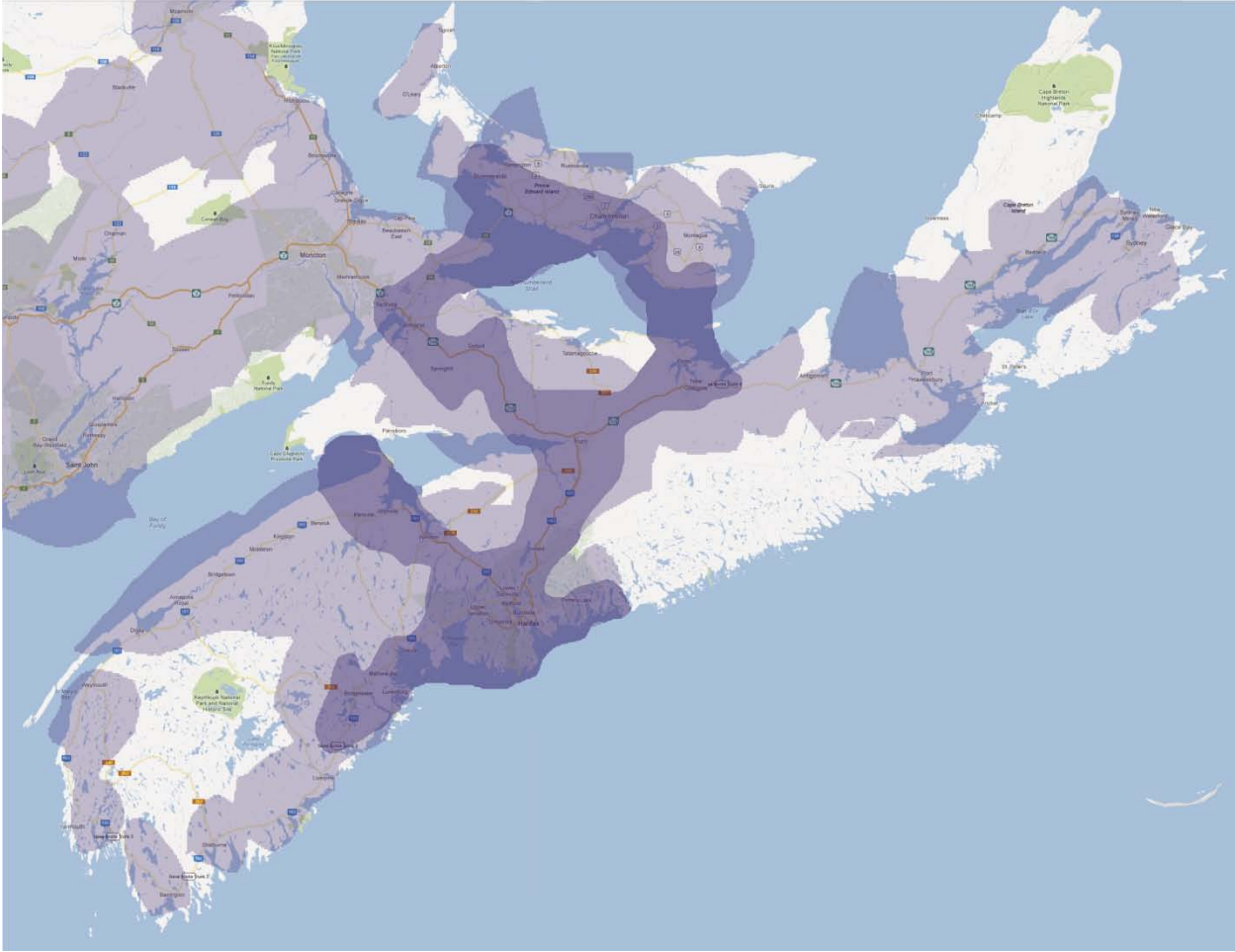
	\$8/mo Regular: \$10/mo	\$16/mo Regular: \$20/mo	\$20/mo Regular: \$25/mo	\$32/mo Regular: \$40/mo
Data Included (on our network)	Social	1 GB	2 GB	5 GB

Social includes Unlimited Facebook, Twitter & BlackBerry Messenger for BlackBerry or 100 MB for all other phones.

More Savings for families

- Pool & share plan minutes and data with up to 5 family members
- Plan members each save up to 20% per month with a Bundle
- Receive unlimited calling between wireless phones on your account with My Eastlink Calling

Eastlink Launch Coverage



■ Eastlink 4G LTE / HSPA+ Launch Coverage

■ Rogers Roaming Coverage

Devices at Launch



	ANDROID			
Device	Sony Xperia T – The Bond Phone	Samsung Galaxy SIII	LG Nexus 4	Alcatel 991s (~2 weeks after launch)
Technology	LTE / HSPA	HSPA	HSPA	HSPA



	BLACKBERRY		FLIP PHONE	WIRELESS INTERNET
Device	Bold 9900	Curve 9320	LG F4n	Huawei e397 Internet Stick
Technology	HSPA	HSPA	HSPA	LTE / HSPA