



NEWS RELEASE

Eeyou Mobility launches new mobile service in Eeyou Istchee and James Bay region of Quebec

Quality and affordable cell service designed by and for those living in the region

Chisasibi, QUEBEC, November 11, 2021 – Today, Eeyou Mobility announced the phase one commercial launch of its exciting new high-quality mobile wireless service designed for the Eeyou Istchee and James Bay region of Quebec.

“Eeyou Mobility is locally owned and locally developed, demonstrating the success of our collective efforts,” said Henry Gull, President of Eeyou Mobility Inc. and Eeyou Companeé. “On this Cree Day, November 11, it is a great pleasure to announce our contribution to the long overdue improvement of wireless mobile services to our communities and to the region.”

Starting today, Eeyou Mobility service is available in the communities of Nemaska, Waswanipi, Mistissini, and Ouje-Bougoumou. Service will be launched in the coming weeks in all 10 other communities of the region as network deployment continues. Eeyou Mobility also has planning underway for much-needed highway and access road coverage to improve traveller safety and security across the region.

Eeyou Mobility offers an array of affordable service plans: rates start as low as \$20 a month, with loads of data, no contracts and a flexible pay-as-you-go platform. There are family plans, mobile internet plans and you can bring your local phone number with you. Canada-wide roaming coverage is available now. Local community service providers ensure in person help and great service.

To celebrate today’s launch, Eeyou Mobility is offering every new customer a 50% discount on their first 3 months. Visit eeyoumobility.com for more information about plans, discounts, and when Eeyou Mobility becomes available in your community.

About Eeyou Mobility

The founding partners of Eeyou Mobility are Eeyou Companeé, Eeyou Communications Network (ECN) and SSi Canada (SSi). Having deployed this state-of-the-art and powerful wireless LTE network, the expertise and regional presence of the founders will ensure continued service quality for Cree and Jamesian consumers and businesses.

Eeyou Mobility is the only mobile service delivered across the Eeyou Communications Network fibre optic backbone, available throughout the region. The ECN fibre network ensures high reliability, performance, reliability and the best possible telecommunications experience for customers.

“Eeyou Companeé is proud and excited to be involved in Eeyou Mobility,” said Henry Gull, President of Eeyou Mobility and Eeyou Companeé. “This project falls squarely within our mandate to enhance economic development opportunities for the Cree. In honor of this we are launching the new service on Cree Day, November 11th, marking the 46th anniversary of the signing of the James Bay and Northern Quebec Agreement, a critical milestone in the recognition of Eeyou Istchee rights and freedoms.” Gull added, “I am particularly eager to see the evolution of highway and access road coverage and we hope to make this available to the population as soon as possible.”

Alfred Loon, President of Eeyou Communications Network, said: “For more than 15 years, Eeyou Communications Network has worked to improve telecommunication services throughout Eeyou Istchee and the James Bay Region. This project truly aligns with that mission. Our extensive fibre optic network is now providing a solid backbone for Eeyou Mobility, and I believe everyone will greatly benefit from this new service.” Loon added that, to deliver the best mobile wireless services in the region, “I am thrilled to be working with our partners Eeyou Companeé and SSi Canada.”

“SSi Canada has been working on delivering wireless broadband and mobile services in Nunavut and the Northern Territories for many years, and we are truly proud to launch this new network with our Cree partners,” said Jeff Philipp, Founder and CEO of SSi. “We look forward to ongoing development and success for the company.”

About Eeyou Companeé

Eeyou Companeé was established in 1986 under the La Grande (1986) Agreement between the Cree Nation, Hydro-Quebec and others. From its head office in Chisasibi, Quebec, Eeyou Companeé manages compensation monies provided to the Cree under various agreements and oversees projects to promote the Cree traditional way of life, improve social conditions, enhance economic development within Eeyou Istchee, provide training and employment opportunities for the Cree, and facilitate cooperation between the Cree and Hydro-Quebec.

About Eeyou Communications Network

Established in 2004 and headquartered in Mistissini, Eeyou Communications Network (ECN) is a not-for-profit telecommunications corporation that provides broadband carrier services for the Cree communities of Eeyou Istchee and the municipalities of the James Bay region. ECN was created to address the digital divide and digital literacy issues affecting the region and its population, thus

supporting the development of services and regional businesses and promoting local jobs, culture, knowledge and skills in the communities.

By 2018, ECN had completed the installation of a 3000 km territory-wide fibre optic network, providing high speed connectivity to various organizations in health, education, public safety and security, as well as fibre-to-the-home (FTTH) internet, home phone and TV services to residences and small business.

About SSi Canada

Headquartered in Yellowknife, Northwest Territories, and with a satellite teleport and network operations centre in Ottawa, SSi designs, builds and operates state-of-the-art communications networks. SSi is a pioneer in delivering remote-area connectivity in Canada's North and the developer-operator of the award winning SSi Mobile and QINIQ broadband services. With over 30 years of operating experience, SSi is a leader in delivering advanced satellite, broadband and mobile wireless solutions.

SSi understands first-hand the challenges faced in providing effective and affordable communications services to remote and outlying areas, having launched broadband and mobile voice and data services into many markets where these previously did not exist.

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