



NEWS RELEASE

Eeyou Mobility celebrates very successful first year in business:

Community cellular coverage in place; extensive highway build now underway

Chisasibi, QUEBEC, November 11, 2022 – Launched one year ago today, Eeyou Mobility provides high-quality and affordable mobile wireless service throughout Eeyou Istchee and the James Bay region of Quebec. With the recent commercial launch in Waskaganish, Eeyou Mobility is the only operator providing cell service in all nine Cree communities of Eeyou Istchee, with Canada-wide coverage for all Eeyou Mobility customers.

Eeyou Mobility is also 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, and the best possible cell phone experience for customers.

For many, Eeyou Mobility has been a game changer, providing affordable and reliable cell coverage in and around their communities for the first time. This was especially true in Whapmagoostui, where the well-received launch of Eeyou Mobility in 2021 has delivered clear benefits of connectivity, productivity, and safety and security for the local population.

Eeyou Mobility today offers service in 11 of the 14 communities in the region, as well at the Kilometre 381 rest stop. The remaining three communities of Lebel-sur-Quévillon, Matagami and Radisson are being deployed and will be launched soon.

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

Proud to be locally owned and Cree controlled, Eeyou Mobility is investing heavily and creating opportunities in the region. Community service providers deliver dedicated local retail service, and local companies provide valuable logistics, construction, and maintenance support for our network deployment.

Extensive Highway Coverage

And deployment is not slowing down! With the communities now served, Eeyou Mobility is focussed on an extensive build-out along the highways, including the Billy-Diamond Highway, and Routes 109, 113, and 167, as well as the access roads leading to communities. Lack of cellular coverage along these roadways has long been a safety concern, at times with very unfortunate and adverse consequences for residents and travellers. That concern is now being addressed.

“This has been a very productive first year for us. We’ve gained a lot of new customers, we’re working with local entrepreneurs and retailers to help us build the market, we’ve been pleased to sponsor many cultural and sporting events – and we’re truly pleased to make such a positive impact in the lives of so many in the region – Whapmagoostui being a clear example”, said Henry Gull, president of Eeyou Mobility. “We’re only getting started: with the communities now built, continued deployment will make road travel much safer for everyone, and all this great work is being done by a Cree controlled, locally-owned company - one that truly cares about the region”.

For more information, visit www.eeyoumobility.com.

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 Itschee 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 Canada is a leader in delivering advanced satellite, broadband, mobile wireless and clean energy solutions. A pioneer in delivering remote-area connectivity, SSi is the developer-operator of the award winning SSi Mobile and QINIQ broadband services in Canada's North, and a founding partner of Eeyou Mobility, providing essential mobile wireless services throughout the Eeyou Istchee and James Bay region of Quebec.

With over 30 years of operating experience, SSi understands firsthand the challenges faced in delivering effective and affordable communications services and other infrastructure support to remote and outlying areas, having launched broadband and mobile voice and data services into many markets where these previously did not exist. Most recently, SSi Fire Solutions was launched in 2022, becoming an industry leader in delivering environmentally friendly fire-protection solutions.

Eeyou Mobility: owned by us and serving all of us!

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