



## Press Release

### **Eeyou Mobility Celebrates 3<sup>rd</sup> Anniversary while building out the Billy-Diamond Highway and Access Roads into the Communities**

*The Region's Largest Cellular Network is Growing Larger*

**Chisasibi, QC — November 11, 2024** — Eeyou Mobility, the regionally-owned cell service provider and network coverage leader in Eeyou Istchee and the James Bay region, celebrates its third anniversary with an ever-growing network. Eeyou Mobility service is rapidly expanding along the Billy-Diamond Highway and the key access roads, providing unparalleled voice and broadband coverage, safety and convenience for residents, businesses, and travelers in the region.

This ambitious project has been driven by Eeyou Mobility's own significant investments, and further supported through \$57 million in funding from the governments of Canada and Quebec. Eeyou Mobility's expansion is transformational for the Billy-Diamond Highway, Routes 109, 113, and 167, as well as the access roads to the communities. As Eeyou Mobility enters its fourth year, the mission remains — to bring quality connectivity and digital equity to the communities of Eeyou Istchee and James Bay.

“Three years ago, Eeyou Mobility first launched mobile service in several communities, kicking off the build-out that is now connecting all our communities and soon all our roadways. We are achieving what we set out to do – provide the region with quality mobile services that are on par with or better than those in the south,” said Henry Gull, President of Eeyou Mobility. “We’re incredibly proud of the progress we’ve made. Now that service is available in all 14 communities, at km 381, and increasingly along the roadways, completing coverage along all the highways and access roads is the next step to deliver on our mission.”

Eeyou Mobility places local expertise at the forefront, creating both connectivity and lasting community impact. By prioritizing local talent and infrastructure, the company has fostered skill development and opportunities for sustainable growth across the region.

“One main achievement that makes me proud to be part of all this is that innovative and valuable work is done by locals. In the end, Eeyou Mobility is made for us and built by us,” added Mr. Gull, speaking from company headquarters in Chisasibi.

Along with all 14 communities of the region, Eeyou Mobility service is also available at the popular KM 381 rest stop, and over a dozen new towers have already been constructed. These will soon be turned on to provide expanded coverage along the Billy-Diamond Highway, and around Chisasibi, Matagam, Waswanipi, Lebel-sur-Quévillon, Chapais and Chibougamau. Eeyou Mobility will continue roadway construction at a rapid clip throughout 2025, with a total of 46 towers to be built in this phase of deployment.

For more details on Eeyou Mobility's progress and future plans, including a map of the sites being built, visit [eeyoumobility.com](http://eeyoumobility.com).

### **About Eeyou Mobility:**

Eeyou Mobility provides high-quality and affordable mobile wireless service throughout Eeyou Istchee and the James Bay region of Quebec and is the only operator providing cell service in all nine Cree communities of Eeyou Istchee, with Canada-wide coverage available for all Eeyou Mobility customers. The founding shareholders of Eeyou Mobility are Eeyou Companeé, Eeyou Communications Network and SSi Canada. Their combined expertise and regional support have ensured the availability of a state-of-the-art and highly competitive broadband wireless service for Cree and Jamesian residents and businesses.

### **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 Canada is a leader in delivering advanced satellite, broadband, mobile wireless, clean energy, and fire suppression 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. Most recently, SSi Fire Solutions was launched in 2022, becoming an industry leader in delivering environmentally friendly fire-suppression solutions.

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