

New Brunswick and Newfoundland. Rogers Cable pioneered high-speed Internet access with the first commercial launch in North America in 1995 and now approximately 29 percent of homes serviced are Internet customers. Rogers Cable offers an extensive array of high-definition TV programming, a suite of "Rogers on Demand" services, including video on demand (VOD), subscription VOD, personal video recorders and timeshifting channels, as well as an extensive lineup of digital, multicultural and sports programming. Rogers Cable also owns and operates over 290 Rogers Video stores.

On July 1, 2005, Rogers Cable introduced Rogers Home Phone, a local residential service using advanced broadband Internet Protocol ("IP") multimedia network. Rogers Home Phone is a reliable, fully featured cable telephone service that allows consumers who switch their telephone service to Rogers to keep their existing phone numbers and receive popular calling features such as enhanced 911 emergency service, directory assistance, voicemail, call display and call waiting.

**Rogers Media** operates a portfolio of broadcasting, publishing and sports entertainment assets. Rogers Broadcasting has 46 AM and FM radio stations across Canada. Television properties include Toronto multicultural television broadcasters OMNI.1 and OMNI.2, a televised and electronic shopping service, The Shopping Channel, Canada's five nationally available Rogers Sportsnet channels including Rogers Sportsnet HD, and the management of two digital television services. Rogers Publishing produces many well-known consumer magazines such as *Maclean's*, *Chatelaine*, *Flare*, *L'actualité* and *Canadian Business* and is the leading publisher of a number of industry,

medical and financial publications. Sports entertainment assets include the Toronto Blue Jays baseball team and Rogers Centre, Canada's largest sports and entertainment facility.

**Rogers Telecom** Holdings Inc. (formerly Call-Net Enterprises Inc.) was acquired by Rogers Communications Inc. on July 1, 2005, and through its wholly owned subsidiary Rogers Telecom Inc. (formerly Sprint Canada Inc.) is a leading Canadian integrated communications solutions provider of home phone, wireless, long distance and IP services to households and local, long distance, toll-free, enhanced voice, data and IP services to businesses across Canada. Rogers Telecom owns and operates



an extensive national fibre network, has over 150 co-locations in major urban areas across Canada including 33 municipalities and maintains network facilities in the U.S. and the U.K.

#### RECENT DEVELOPMENTS

Rogers is a company constantly on the move. Here are some of the most recent developments across the Rogers Group of Companies.

- In July of 2005 Rogers acquired Call-Net Enterprises.
- In the fall of 2004, Rogers Wireless seized

a unique opportunity to acquire Microcell, then Canada's fourth-largest wireless communications provider. As a result of this acquisition, Rogers Wireless became Canada's largest wireless provider.

- Rogers Wireless recently became a wholly owned subsidiary of Rogers Communications Inc. after previously being publicly traded.
- Rogers Wireless successfully completed the deployment of EDGE technology across the entire Rogers Wireless GSM/GPRS network.
- Rogers Communications recently purchased Toronto Skydome, home of the Toronto Blue Jays baseball club and Canada's largest entertainment venue, and renamed it Rogers Centre.

Rogers Cable began offering customers in Ontario an all-digital channel lineup with all analog channels now fully digitized to offer picture and sound in digital format, to customers who have a Rogers Digital Cable terminal or Personal Video Recorder.

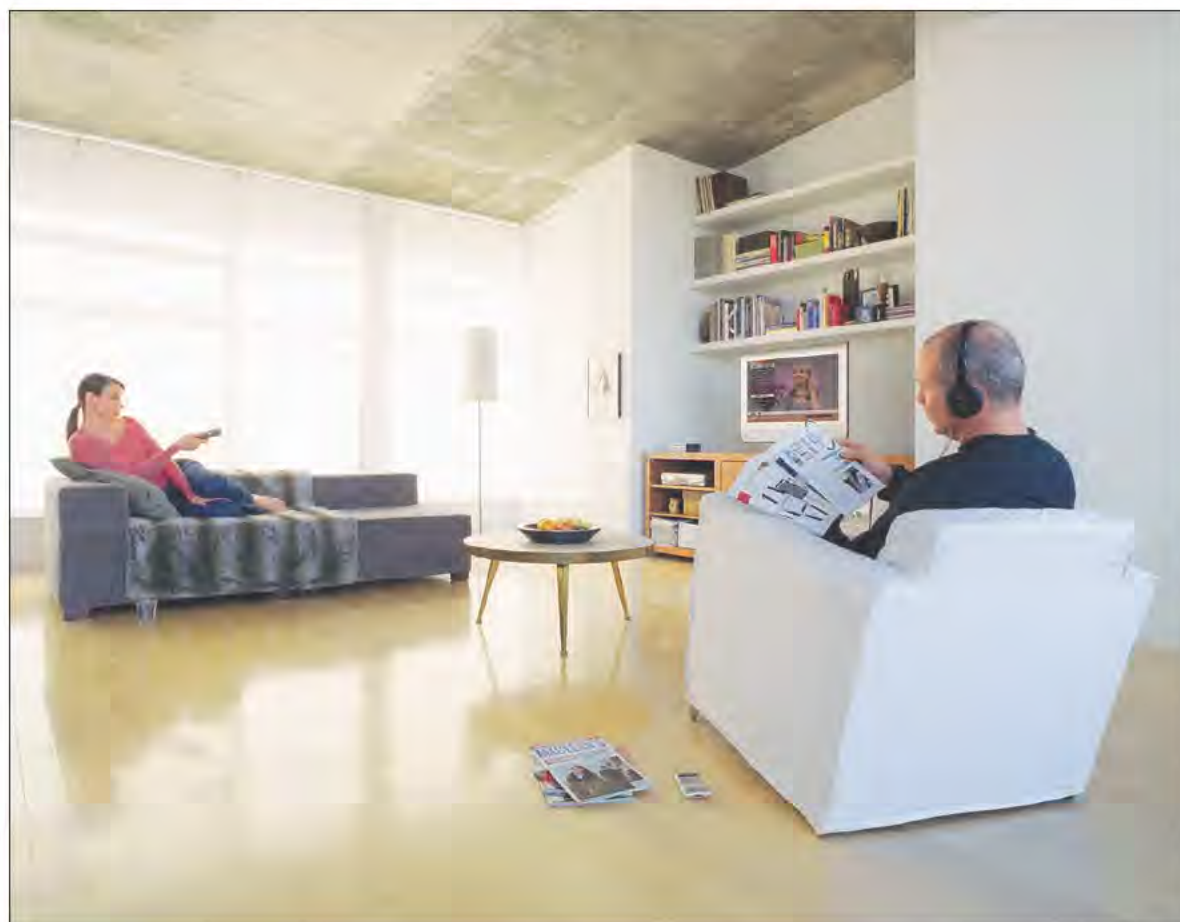
- Rogers Cable launched Rogers Yahoo! Hi-Speed Internet services and completed the transition of its entire residential Internet customer base to the new platform.
- The Rogers Media Radio Group was recently awarded licences for three new FM radio stations in Halifax, Moncton and Saint John, which were launched in October of 2005.
- Rogers Media Publishing Group recently launched *LouLou*, its newest magazine and brand label which has received an enthusiastic reception from consumers with its unique woman's shopping perspective on Canadian fashion and beauty.
- Rogers Media recently increased its ownership of sports television station Rogers Sportsnet to 100 percent.
- In the summer of 2004, Rogers Cable launched

Rogers Yahoo!, a powerful new Internet experience which combines Rogers' broadband Internet access with one of the industry's leading Internet content and services of Yahoo! It's Canada's ultimate broadband Internet experience, offering a variety of access speeds, and all of the protection, control, services and storage our customer's desire.

#### PROMOTION

All of the Rogers companies have recently been rebranded under the name Rogers. The goal of Rogers as a corporation is to build a stronger presence with a single brand promoted across all our companies. The Rogers brand promise is that everything the company does helps its customers keep in touch with what matters most to them. This ensures that the entire suite of Rogers products and services is relevant to its customers' lives.

The launch of the company's e-commerce Web site, [rogers.com](http://rogers.com), offers a wide variety of Rogers products and services and also provides customers with self-service options. Customers can now conveniently purchase everything







from Rogers Wireless phones and service plans to Rogers Cable and Rogers Hi-Speed Internet cable service, Rogers Home Phone service, Rogers Media magazines and even Blue Jays merchandise from one convenient site. Purchases can be added to an existing cable or wireless bill at check-out or payment by credit card can be made at the customer's option. Customers can also receive their bills electronically through the site as well as performing routine service transactions such as notifying us of their change of address, change of payment instructions or requesting a change in their service.

Rogers Video stores across the country provide customers with a retail presence that offers a wide range of Rogers' products and services. While renting the latest movie release or purchasing the most recent copy of *Maclean's* or *Chatelaine*, customers can also sign up for Rogers Cable, Wireless or Hi-Speed Internet plans.

In addition, the Rogers unified brand allows the company to offer special rates for special customers. By bundling services, Rogers offers its customers greater simplicity and convenience, as well as excellent value.

#### BRAND VALUES

"The quality of our brand is determined by the promises made and the promises kept."

— Ted Rogers

Canadians rely on the Rogers brand for quality products and services and the company strives to provide them with the very best options for all their communications, entertainment and information needs. Two timeless guiding principles support this promise: respect and innovation.

Since everything the company does at Rogers is inspired by its customers, Rogers values respect. And Rogers shows it by being driven to ensure that it proactively anticipates customers' needs and wants. Rogers also values innovation — which is why the company invests in new ideas and has the courage to be ahead of others.

Rogers is committed to providing the very best in customer service care and has a number of facilities in place that allow it to ensure its customers receive the help they need. At

Rogers the belief is that customer service is a critical priority, and it begins with superb technology. The Rogers Network Management Centre is one of the most advanced facilities of its kind in the world. Through a combined centre in Toronto, the entire Rogers network, cable and wireless, is monitored with the latest diagnostic tools, enabling the company to deliver the highest levels of reliability. Professional technicians

supported by sophisticated software tools ensure that problems are rapidly pinpointed and repaired and potential problems are often identified ahead of time, pre-empting customer inconveniences.

In addition, Rogers recognizes that its success is based on the success of its customers, employees and their communities. In return, Rogers strives to play an active and constructive role in the community.

The very nature of the company's business provides a powerful platform from which to serve its communities. The company is a major supporter of Canada's independent television and film producers through a variety of funds. And, through its 31 community television stations, Rogers Television produces over 12,000 original hours of local

programming annually, offering its communities a fresh, diverse and locally focused television alternative.

The Jays Care Foundation is dedicated to supporting programs, groups and activities that enhance the quality of life for children and youth. Since its inception, the Foundation has contributed financially over \$1 million to worthwhile programs such as Field of Dreams, the Boys and Girls Clubs and many more. The Jays Care Foundation also hosts a series of innovative fundraising programs at the newly named Rogers Centre in Toronto to benefit a wide variety of local charities.

For more than 20 years, the Rogers PUMPKIN PATROL — the red Rogers Cable vans — has worked with police and emergency services to keep kids safe on Halloween. And Rogers became the first in Canada to launch a nationwide wireless phone-recycling program, Phones for Food, which collects used wireless phones to generate funds for food banks across Canada while helping to preserve the environment.

Rogers is very proud both of its tradition of support to the community and its ongoing commitment to its customers. In the words of president and CEO Ted Rogers, for Rogers, "The best is yet to come."

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#### THINGS YOU DIDN'T KNOW ABOUT ROGERS COMMUNICATIONS

- In 1925, Mr. Edward S. Rogers Sr. invented the world's first alternating current (AC) radio tube, which enabled radios to be powered by ordinary household current. This was a dramatic breakthrough in technology and it became the key factor in popularizing radio reception. After this invention, radios became far more commonplace.
- In 1959 Ted Rogers partnered with publisher John Bassett and media personality Joel Aldred to successfully win a license for the creation of the first private television station in Toronto — CFTO.
- In 1960, Ted Rogers acquired CHFI-FM, the first FM radio station in Canada.
- During the 1970s, Rogers Cable TV became Canada's most innovative cable company. In 1974, it became the first cable company to expand past 12 channels and the cable company specialized in adding more programming choice, particularly with multicultural television.
- In 1985, Rogers launched the first cellular telephone company in Canada, called Rogers Cantel Mobile Communications, now Rogers Wireless.