

WIND Mobile commended the announcement by the Canadian Competition Bureau that it has begun legal proceedings against Bell Canada, Rogers Communications, Inc., TELUS Corporation and the Canadian Wireless Telecommunications Association (CWTA), requiring them to stop misleading advertising and to compensate consumers. After a five month investigation, the Competition Bureau has concluded that customers were misled into believing certain digital content was free, when it was not.

“We applaud today’s decision by the Competition Bureau to stand up for the rights of consumers,” said Anthony Lacavera, Chairman and CEO of WIND Mobile. “It sends a clear message that Canadians no longer have to tolerate misleading advertising or hidden fees from the Big Three. We believe that Canadians deserve the benefit of an open and competitive marketplace, fair and transparent pricing and a clear focus on consumers. WIND has been committed to this principle from Day One, and we continue to be the only major Canadian wireless provider dedicated to making the wireless industry better for Canadians”.