

MEDIA RELEASE

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For Immediate Release

ROGERS NAMED OFFICIAL TOURNAMENT CELLULAR SERVICE SUPPLIER FOR THE 2005 VICTORIA OPEN

VICTORIA, BC - The 2005 Victoria Open Tennis Tournament & Festival is pleased to announce that Rogers Wireless will be the Official Tournament Cellular Service Supplier for this major tennis event held over the first two weekends in May.

As the tennis season opener, the tournament is targeting players of all levels – from the first time novice to seasoned competitors seeking prize money. Top-notch juniors will attend this National Qualifier, and even child players, seniors and wheelchair athletes have events.

A Tennis Festival will be held in conjunction with the tournament, geared not only to the players, but also to their families, friends and other tennis enthusiasts. There will be various speaking sessions, fun activities and opportunities to see the latest tennis products and services.

The tournament will be held in multiple tennis facilities around the Greater Victoria region, with up to 7 venues running at once. In order to present up-to-date draw results and schedules, including access over the internet, a reliable communications system is required.

Rogers Wireless will supply cellular phones to the “hosts” running each venue. In addition, last minute changes and requests can be quickly routed to the tournament directors.

For further Tournament & Festival information contact:

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