

NEWS RELEASE

For Immediate Release
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Rogers Communications and RegionalHelpWanted.com form Joint Venture – New Unit Will Provide Internet Help Wanted Advertising

(Toronto, Ontario) Gary Miles, Executive Vice President – Radio Operations for Rogers Communications, Inc., announced today the formation of a Joint Venture with Regional Help Wanted.com, Inc., a New York-based provider of Help Wanted Websites.

According to Eric P. Straus, President and CEO of RHWC, the Joint Venture will immediately focus on the metropolitan areas of Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montreal and Halifax and expects to have its first Websites open for business on March 1st. Over the next 12 to 18 months, local Help Wanted Websites will be implemented to serve populated areas encompassing virtually all of Canada. The Website addresses will each be named for the local market. For example, www.Toronto.HelpWanted.ca.

D'arcy Delamere, a principal of Blue Spark, an Internet consulting firm which represents RCI, commented, “We searched extensively for a company that was capable of providing the kind of superior quality service for which Rogers Communications and its radio, television and cable divisions is renowned. After much research, it is clear that our friends at Regional Help Wanted.com dominate the local Help Wanted advertising category on the Web. We are delighted to be working with them on this exciting new business enterprise.”

It is anticipated that the Joint Venture, which will be called JobShop.ca and will generate in excess of \$1 Million (Canadian) in its first year of operation.