

Mobility

Newsroom

2013 2012 **2011** 2010 2009 2008

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Mobility moves into Metro

Canada's smart mobile carrier begins roll-out into Metro grocery stores across Ontario

Toronto, ON – December 13, 2011 – Mobility today announced a partnership with Metro Inc., continuing to make good on its pledge to bring the best value in mobile phones to a growing number of Canadians. Mobility is opening nine kiosks as part of a test-pilot program at Metro stores in Toronto and Ottawa – representing the grocery leader's first foray into the wireless space.

"Metro fits perfectly into our retail distribution expansion strategy," said Mobility Chief Customer Officer Anthony Booth. "We look forward to growing our presence at Metro over the holidays and into the New Year as we make it easy for consumers to access the ultimate in unlimited talk, text and data plans while they shop for groceries."

Today's news reinforces Mobility's commitment to growing its national retail distribution, as well as its network of Mobility stores across the five markets in which it operates.

About Mobility (DAVE Wireless)

Mobility, Canada's smart mobile carrier, was created to bring down the cost of wireless with unlimited talk, text and data plans, affordable North American coverage, plus popular handsets and smartphones – without locking customers into contracts or charging extra or hidden fees. Everything Mobility does adds up to a better wireless experience, not an expensive one. NOW THAT'S SMART.

Formerly known as Data & Audio-Visual Enterprises Wireless Inc. (DAVE Wireless), the company is led by Obelysk, a diversified Canadian holding company, and Quadrangle Capital Partners, a global investor in the telecommunications and media sectors. Mobility was named one of Canada's Top 25 Up and Coming Information & Communication Technology start-ups in 2010 by the Branham Group Inc. Further information about Mobility can be found at www.mobility.ca.

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Events



On December 21 & 22 2012, in Yonge-Dundas Square, we constructed a 24-ft snow globe where over 1800 Canadians made FREE calls to over 100 countries to spread holiday cheer, one call at a time.

[If you missed it, check out the video](#)



On October 13th 2012, Mobility hosted the first ever Canadian Mobile Phone Throwing Championship.

[If you missed it, check out the video](#)



On June 23rd & 24th 2012, thousands of Canadians switched to Mobilicity during our National Break Your Wireless Contract Day event. [Check out this video of the celebration](#)