

Mobility

Newsroom

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Mobility asks consumers to put a number on smart savings for chance to win year of smart cars and smart phones

Carrier marks one-year anniversary in Vancouver and Ottawa with modern twist on the classic jelly bean guessing game

Vancouver, BC and Ottawa, ON – November 10, 2011 – Mobility is marking its one-year anniversary with a nod to the classic jelly-beans-in-the-jar guessing game – only this modern-day guess fest isn't just sweet, it's smart and worth thousands of dollars in prizes.

Mobility's 'Get smart' contest invites Vancouverites and Ottawans to guess how much faux Mobility money is inside specially marked smart cars and see how much their city could save if everyone switched to Canada's smart mobile carrier's truly unlimited plans.

The closest guess in each city will win a smart four-year car lease, HTC Panache Android smartphone plus one year of Mobility's unlimited talk, text and data service – a total prize value of approximately \$8,700 each.

"We developed Mobility's 'Get smart' contest to help people visualize, in a fun and memorable way, the phenomenal amount of money Mobility can save," said Chief Customer Officer Anthony Booth. "Our customers have saved a fortune with our smarter, more affordable way to use wireless," he added pointing to a few of the many Canadians who have switched to Mobility in the last year:

- **Taking it to the bank:** Anna Marie Garcia, a North Vancouver credit union account manager, said her monthly wireless bill "felt more like a mortgage or a car loan than a utility bill" before she switched to Mobility last November. Her old \$85 plan usually cost between \$400 and \$2,000 due to daily long-distance calls to her sister in Los Angeles and roaming charges while travelling. "That was too high a percentage of my salary going to my cell phone...It was ridiculous. I had to look for an alternative phone."
- **All in the family:** Eugenia Montes moved to Mobility with her two children and cut their family's monthly \$200 bill in half. "I knew it was too much money," said the Ottawa office manager who now has the luxury of regularly calling and texting friends and family in New York thanks to the unlimited North America long distance and global text features on her new plan. "I'd be crazy if I didn't switch," she added. "For the money I pay, I can't complain."
- **Sold on unlimited wireless:** Burnaby, BC realtor Ian Su was so shell-shocked by a \$150 bill for his \$45 plan with a Big Three carrier, he was afraid to use his mobile phone. Su would put off making calls to clients until he got to his office to use the landline and "hunt for free Wi-Fi at coffee shops" to check email. "It caused stress and made me less productive." Now, Su uses his Mobility smartphone more freely than a landline phone.

Mobility's 'Get smart' contest runs today through November 25, 2011. For more details, rules and regulations, or to enter the contest, go to www.mobility.ca/getsmart.

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.

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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](#)

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. Mobilicity 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 Mobilicity can be found at www.mobilicity.ca.

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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](#)