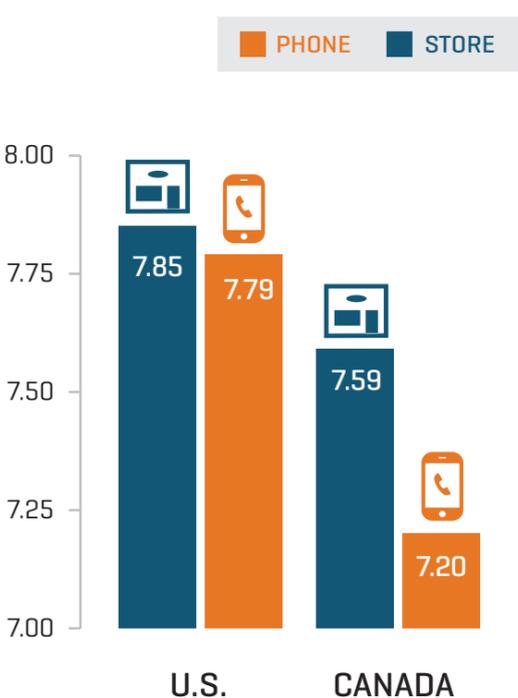


Based on findings from the J.D. Power 2013 Canadian Wireless Total Ownership Experience StudySM and the J.D. Power 2013 Vol. 1 U.S. Wireless Purchase Experience StudySM



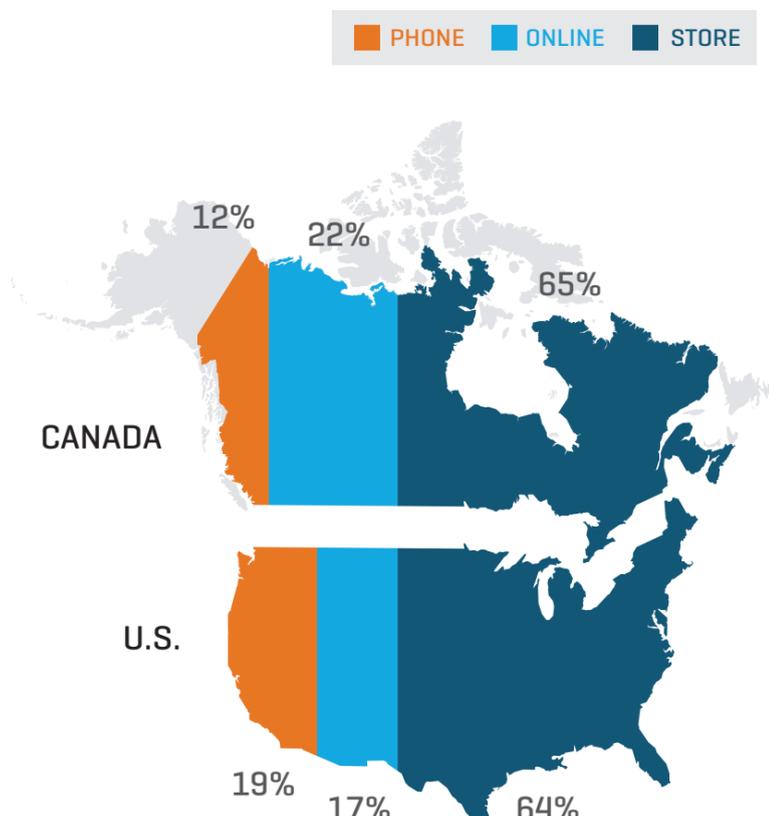
J.D. Power evaluated consumers purchase experience observations across contact channels: store, telephone and Online. Satisfaction scores do differ between channels in both the U.S. and Canada. Technology also plays a role in maximizing the customer retail experience, especially when it comes to explaining the latest 4G network benefits.

KNOWLEDGE OF THE REPRESENTATIVE BY PURCHASE CHANNEL USED

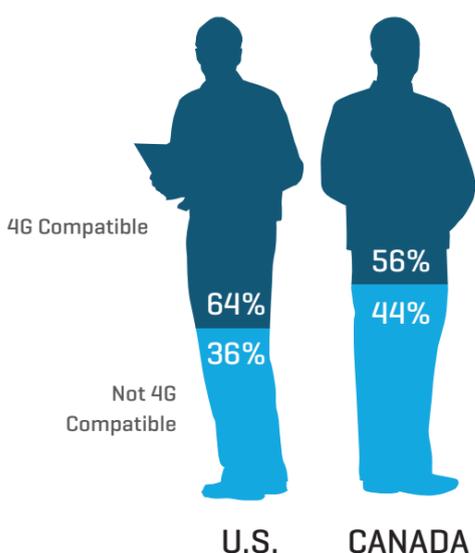


Mean ratings based on 1-10 scale, where "10" is the highest

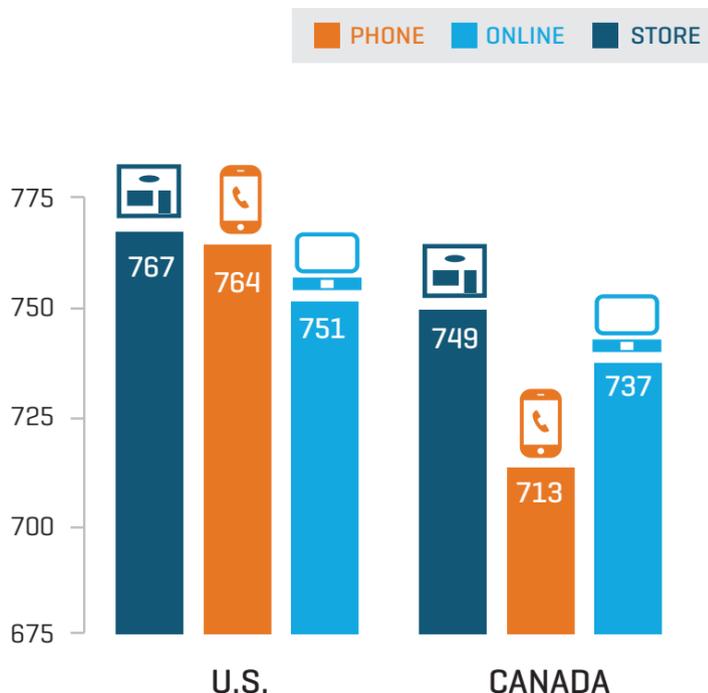
PERCENTAGE OF PURCHASES OCCURRING VIA DIFFERENT CHANNELS



PERCENTAGE OF STORE REPRESENTATIVES WHO EXPLAINED THE LATEST TECHNOLOGY BY CAPABILITY OF PHONE PURCHASED

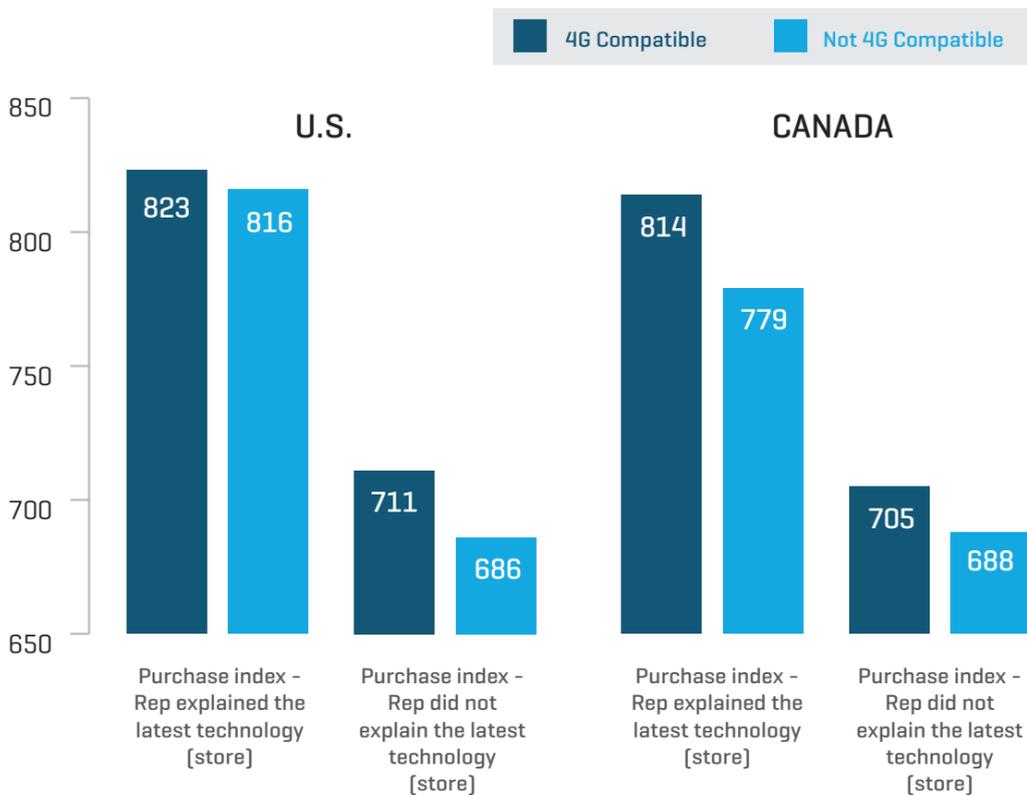


PURCHASE INDEX SCORE BY CHANNEL USED



Index scores based on 1,000 pt. scale

PURCHASE INDEX BY EXPLANATION OF TECHNOLOGY BY CAPABILITY OF PHONE PURCHASED



Index scores based on 1,000 pt. scale