

Rogers, Videotron team on wireless service

September 20 2005

Rogers Wireless and Videotron signed an agreement Tuesday to provide an array of telecom and Internet services to Canadian customers starting next year.

Rogers said in a statement that it would open its wireless voice and data network to Videotron's menu of broadband, television, mobile wireless and cable telephony.

The alliance is seen by Rogers as a potent sales tool to draw more customers to its network while Videotron -- as mobile virtual network operator -- gets a broader audience for its bundled services.

"We will soon enhance our ... product set and bundled offerings," noted Videotron CEO Robert Depatie. "Our agreement with Rogers Wireless means that our customers will soon be able to benefit from wireless service as part of that package, delivered across Rogers' extensive wireless voice and data network."

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