

Our Gift to You this Holiday Season: Say Goodbye to Cell Phone Long Distance Charges Forever

Budweiser and freephoneline.ca from Fibernetics partner to help Canadians keep in touch – for free!

Cambridge, Ontario (December 15, 2010) – Just in time for the holiday season, freephoneline.ca

and Budweiser have once again joined forces to launch a simple-to-use app for iPhone, Blackberry and Android Smartphones which promises to put an end to cell phone long distance charges in Canada – putting much-needed gift money back into the pockets of Canadians.

“Canadians today pay more for cell phone usage than anyone else in the world—up to 25 cents a minute for long distance calls—within our very own country. This is particularly hard to bear during the holidays, when people wanting to connect with friends and family across the country have to spend an arm and a leg on expensive long-distance calls. To put an end to this nonsense forever, we have once again partnered with Budweiser, the King of Beers to bring BudPhone to Canadian cell phone users,” says Fibernetics CMO John Stix. “Canadians are finally free to chat with friends and family in most cities across the country without having to worry about going broke.”

“This new app is perfect for Budweiser fans and for the brand,” said Ben Seaton, Marketing Manager, Budweiser. “The cutting edge technology is very relevant for young adults, allowing them to keep in touch on a limited budget, over the holiday season, while they are traveling the world or away at university.”

Industry analysts applaud the disruptive move by Fibernetics and Budweiser as solving a serious barrier to Smartphone adoption in Canada. “If there is one roadblock to telco competition and mobile adoption here in Canada – it has to be our costly rate plans,” says Jon Arnold, Principal with J. Arnold & Associates, an independent telecom consultancy focused on IP communications. “These plans are a barrier to mobile device adoption, and BudPhone takes us one step closer to having innovative alternatives to expensive cell phone plans and landline services.”

BudPhone, will be made available to Budweiser’s Canadian fans via Budweiser’s Facebook community www.facebook.com/budweisercanada. It is simple to obtain and simple to use. Users complete a quick registration, download the app to their phone, and begin making calls using their existing address book. “With BudPhone there is no need to dial 1 and no need to memorize an access number,” says Stix. “We do all the work for you.”

And, it gets better. Say you live in Toronto but you’re spending the holidays in Montreal. And from Montreal you want to call your mother in Vancouver. BudPhone will allow you to do this for free, Stix explains. Your phone’s GPS will recognize that you’ve left Toronto and offer you a drop-down menu with a list of other cities across Canada. Simply choose Montreal, and then dial. The software will dial the access number for you and your call will be connected for free.

“We’re here to make mobile long distance calling seamless and hassle free,” says Stix. “We live in a huge country and we realize that keeping in touch is very important to Canadians.”

Folks with friends and family abroad are covered too. “Users can purchase vouchers which allow them to call 50 different countries for 3 cents a minute; a huge savings compared to the dollar a minute many wireless carriers are charging today,” Stix says.

About Fibernetics

Fibernetics, headquartered in Cambridge, Ontario, is one of Canada’s fastest growing telecommunications companies. Founded by Jody Schnarr, John Stix and Mike Brown in 2003, the company is a determined market-disruptor in the Canadian telecommunications industry, dedicated to changing the way people communicate, by aggressively offering telco functionality and pricing that Canadians have never seen before. Fibernetics is a CRTC approved Competitive Local Exchange Carrier (CLEC) with its own national infrastructure and delivers a full range of data and voice services for business. For more information about Fibernetics, visit our web site at www.fibernetics.ca

About Budweiser

Budweiser has been the King of Beers since 1876, and is brewed naturally using only the finest ingredients, without any artificial ingredients, additives or preservatives. Budweiser is distinguished by its clean, crisp, distinctive flavour, the result of a unique beechwood aging process. www.budweiser.ca or www.facebook.com/budweisercanada

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