



**FOR IMMEDIATE RELEASE**

**WORLDLYNX WIRELESS WINS 2009 DEALMAKER OF THE YEAR AWARD**



**NEW YORK, New York – March 26, 2010** – G.C. Andersen Partners Capital, LLC (“G.C. Andersen Partners”), advisor to Worldlynx Wireless LP (“Worldlynx Wireless”) on its 2009 retail consolidation, would like to congratulate the company for winning the Canadian Dealmaker of the Year Mid-Market Award. The award, celebrating excellence in mergers and acquisitions, recognizes this September 2009 deal that consolidated 10 independent Bell and Bell Aliant dealers across Canada. The award was presented March 3, 2010 in Toronto.

“The Canadian Dealmaker of the Year Award speaks to our emergence as a leader in the Canadian wireless market,” said Jeff Henry, Chairman and CEO, Worldlynx Wireless LP. “A business transaction of this magnitude has never been done before in this industry segment, and the complexity of this deal has created something that didn’t exist before.”

The deal created the largest independent Bell dealer in Canada with 53 retail locations, seven business-to-business sales offices, nearly 500 employees and one of the largest direct sales forces in the country. Worldlynx Wireless offers best-in-class wireless services and solutions to consumers, small/medium businesses and enterprise customers across the country.

“We have a strong leadership position in the large and growing wireless market and we are confident in our ability to offer Canadians unparalleled customer service and a broad range of products and services. We will continue to work closely with Bell to further build this innovative wireless distribution network,” continued Mr. Henry.

Said Jeff Henry, “We wish to thank G.C. Andersen Partners for standing with us from the start and helping us to develop and deliver our vision. We benefitted from G.C. Andersen Partners’ unique market experience, expert knowledge and network of relationships.”

G.C. Andersen Partners acted as the financial advisor to Worldlynx Wireless and identified the lead investor Mistral Equity Partners, a private equity firm focused on the consumer and retail sectors. The combination of retailer owners, private equity and an experienced management team ensures the new Bell dealer is well positioned for future growth.

The Canadian Dealmaker of the Year Award honors Canadian companies and individuals whose transactions have significantly impacted their industry through innovation and growth, establishment of best practices, enhancement of customer needs and products, and creation of value.

**ABOUT WORLDLYNX WIRELESS**

Worldlynx Wireless is a leading Canadian telecommunications provider, exclusively offering Bell’s complete portfolio of innovative products and services to retail consumers, small/medium businesses, and enterprise clients nationwide. The largest independent Bell dealer in the country, Worldlynx Wireless operates more than 60 retail and sales locations coast-to-coast. Worldlynx Wireless is privately owned and headquartered in Toronto, Ontario. For details visit [www.worldlynxwireless.com](http://www.worldlynxwireless.com)

**ABOUT G.C. ANDERSEN PARTNERS CAPITAL, LLC**

G.C. Andersen Partners Capital, LLC is a New York City based boutique merchant bank that advises and invests in emerging growth and middle market companies. The firm was founded in 1996 by G. Chris Andersen, a former Vice Chairman of PaineWebber and a former head of the Investment Banking Group at Drexel Burnham Lambert. Our eight partners, five of whom were senior bankers at Drexel, have an average of over 25 years of investment banking and principal investing experience and have worked together extensively over their careers. During their careers, our partners and professionals, acting as both agents and principals, have consummated hundreds of transactions, representing over \$100 billion in value. [www.andersenllc.com](http://www.andersenllc.com)

## **ABOUT MISTRAL EQUITY PARTNERS**

Mistral Equity Partners is a private equity firm comprised of highly experienced investment professionals and seasoned industry executives. The firm specializes in the consumer, retail, and consumer focused media sectors, and is especially attracted to businesses that are supported by strong demographic trends and fundamental changes in consumer preferences. Mistral's principals have a long history of working together and identifying successful investment opportunities with these characteristics. [www.mistralequity.com](http://www.mistralequity.com)

### **Forward-Looking Statements**

This press release contains forward-looking statements subject to the inherent uncertainties in predicting future results and conditions. Any statements that are not statements of historical fact (including statements containing the words "believes," "plans," "anticipates," "expects," "estimates" and similar expressions) should also be considered to be forward-looking statements. Certain factors could cause actual results and conditions to differ materially from those projected in these forward-looking statements. These factors are identified from time to time in our filings with the Securities and Exchange Commission. We undertake no obligation to update such statements to reflect subsequent events.

Media contact:  
Melissa M. Krantz  
Krantz and Company  
(917) 653-6716  
[mkrantz@krantzandco.com](mailto:mkrantz@krantzandco.com)