



## Rogers Wireless Fourth Quarter 2003 Subscriber Results and 2004 Guidance

TORONTO (January 5, 2004) - Rogers Wireless Communications Inc. today announced selected preliminary subscriber results for the fourth quarter ended December 31, 2003 and initial financial and operating guidance for 2004.

“We are pleased with the subscriber results for the fourth quarter and for the full year 2003,” said Nadir Mohamed, President and CEO of Rogers Wireless. “These results in the quarter clearly reflect our continued focus on attracting and retaining higher valued customers on our innovative offerings, while our guidance for 2004 confirms our continued commitment and discipline to the execution of our strategy of profitable growth.”

(Subscriber statistics in thousands, except churn)	Three Months Ended December 31,				Twelve Months Ended December 31,			
	2003	2002	Chg	% Chg	2003	2002	Chg	% Chg
Postpaid (Voice and Data)								
Gross additions	338.4	286.1	52.3	18.3	1,021.5	910.7	110.8	12.2
Net additions	166.2	127.4	38.8	30.5	400.2	335.3	64.9	19.4
Total subscribers					3,029.6	2,629.3	400.3	15.2
Churn (%)	1.99	2.09	(0.10)	(4.8)	1.88	1.98	(0.10)	(5.1)
Prepaid								
Gross additions	67.4	79.2	(11.8)	(14.9)	257.5	243.3	14.2	5.8
Net additions (losses)	6.4	23.7	(17.3)	(73.0)	2.0	44.2	(42.2)	(95.5)
Adjustment to subscriber base					(20.9)	-	(20.9)	-
Total subscribers					759.8	778.7	(18.9)	(2.4)
Churn (%)	2.73	2.46	0.27	11.0	2.82	2.23	0.59	26.5
Total - Postpaid and Prepaid								
Gross additions	405.8	365.3	40.5	11.1	1,279.0	1,154.0	125.0	10.8
Net additions	172.6	151.1	21.5	14.2	402.2	379.5	22.7	6.0
Adjustment to subscriber base					(20.9)	-	(20.9)	-
Total subscribers					3,789.4	3,408.0	381.4	11.2

Rogers Wireless expects to release fourth quarter 2003 financial and operating results, including full subscriber results, on or about February 12, 2004.

### Guidance

The following initial 2004 guidance for revenue, operating profit, subscriber and capital expenditure levels is forward looking information.

Operating profit is defined as operating income after management fees paid to Rogers Communications Inc. and before depreciation, amortization, interest, income taxes, non-operating items and non-recurring items, and is a standard measure that is commonly reported and widely used in the wireless industry to assist in understanding and comparing operating results. Operating profit is not a defined term under generally accepted accounting principles (“GAAP”). Accordingly, this measure should not be considered as a substitute or an alternative for net income (loss) or cash flow, in each case as determined in accordance with GAAP.

Operating profit guidance reflects the Company's planned adoption of the expensing of stock options as required under Canadian GAAP effective January 1, 2004. Rogers Wireless estimates that the additional expense that will be recorded in 2004 associated with this accounting change is approximately \$5 million.

Rogers Wireless expects to report network revenues (excluding revenue from equipment sales) of approximately \$2,240 million to \$2,280 million for the full year 2004. Operating profit after management fees is expected to be in the \$810 million to \$835 million range. Total wireless voice and data net subscriber additions in 2004 are expected to be approximately 350,000 to 400,000. Total capital expenditures at Wireless in 2004 are expected to be between \$400 million and \$425 million.

### **Cautionary Statement Regarding Forward Looking Information**

This news release includes certain forward looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that involve risks and uncertainties. The Company cautions that actual future performance will be affected by a number of factors, including technological change, regulatory change and competitive factors, many of which are beyond the Company's control. Therefore, future events and results may vary substantially from what the Company currently foresees. The Company is under no obligation to (and expressly disclaims any such obligation to) update or alter its forward looking statements, whether as a result of new information, future events or otherwise. Important additional information identifying risks and uncertainties is contained in the Management's Discussion and Analysis portion of the Company's most recent Annual Report, filed with the Ontario Securities Commission.

### **For Further Information (Investors and Analysts)**

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### **About the Company**

Rogers Wireless Communications Inc. operates under the co-brand Rogers AT&T Wireless and has offices in Canadian cities from coast to coast. Rogers AT&T Wireless is Canada's leading wireless communications service provider, offering a complete range of wireless solutions including Digital PCS, cellular, advanced wireless data services, and one and two-way messaging services to a total of more than 4.0 million customers across the country. Rogers Wireless Communications Inc. (TSX: RCM.B; NYSE: RCN) is approximately 56% owned by Rogers Communications Inc., and approximately one-third owned by AT&T Wireless Services, Inc. For more information about the Company and its products, visit [www.rogers.com](http://www.rogers.com).

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