ROGERS AT&T WIRELESS ANNOUNCES FIRST QUARTER 2001 RESULTS

Exceeds milestone of 3 million wireless subscribers

TORONTO (April 11, 2001) - ROGERS WIRELESS COMMUNICATIONS INC. ("Rogers Wireless" or the "Company") today announced its results for the first quarter ended March 31, 2001. Financial highlights, which are in thousands of Canadian dollars (except per share data), are as follows:

	Three Months Ended March 31		
	2001	**2000**	**Percent Change**
Revenue	$377,684	$348,730	8.3%
Operating income before depreciation and amortization	91,214	98,801	(7.7%)
Loss	(54,126)	(10,629)	N/M
Loss per share	(44¢)	(9¢)	N/M

Commenting on the Company's results, Charles E. Hoffman, Rogers Wireless' Chief Executive Officer said, "We are pleased with the trending shown in the first quarter results for Rogers Wireless with respect to churn reduction and sales momentum. Our quarterly churn is well below the level reported in the fourth quarter of 2000 and lower than the same quarter of the previous year. As promised, we put our segmentation strategy to work for our customers in the quarter, launching targeted customer-focused services for each of the youth, consumer and business segments. We are confident that this will be a winning strategy for improving customer satisfaction and loyalty across the entire customer base. Our sales machine is strong and we added 242,700 gross wireless voice subscribers in the quarter – a 16.6% increase over total gross additions reported in the first quarter of 2000.

During the quarter, we also implemented the second stage of our new Amdocs billing and customer care system. This second stage enables the integration of all of our messaging and data customers into the same system as our wireless voice subscribers, creating an additional and important building block for new revenue opportunities for the Company."

Operations and Financial review for Q1-2001 with comparisons to Q1-2000

Total revenue was $377.7 million, up $29.0 million or 8.3% from $348.7 million in the first quarter of the prior year. The increase in revenue was due primarily to growth of the subscriber base. Operating income before depreciation and amortization was $91.2 million, down $7.6 million or 7.7% from $98.8 million in the first quarter of the prior year. Operating margin declined to 24.2%, from 28.3% in the first quarter of the prior year. Operating income before depreciation and amortization and sales and marketing costs was $206.4 million in 2001, an increase of $8.7 million, or 4.4%, from $197.7 million in 2000.

Wireless Voice Revenue and Subscribers

Wireless voice services revenue was $320.6 million, up $27.2 million or 9.3% from the first quarter of the prior year. Revenue growth was driven by a 13.8% increase in the average number of wireless voice subscribers, and partially offset by a 6.8% decline in Average Revenue Per User or ("ARPU") compared to the first quarter of the prior year.

At March 31, 2001, Rogers Wireless had 3,017,400 total wireless subscribers, an increase of 367,100 or 13.9%, from 2,650,300 at March 31, 2000.

At March 31, 2001, Rogers Wireless had 2,588,300 total wireless voice subscribers, an increase of 74,300 from December 31, 2000, comprised of 61,800 wireless voice subscribers added in the quarter and a 12,500 adjustment for subscribers previously misclassified as deactivations. Gross wireless voice additions in the quarter totalled 242,700, an increase of 34,500, or 16.6%, from 208,200 additions in the prior year's first quarter. Postpaid subscriber additions represented 65.7% of the total gross additions in the quarter and 45.6% of the total net additions. The balance of the gross and net additions in the quarter were on pre-paid service. At March 31, 2001, Rogers Wireless had a total of 507,000 wireless voice subscribers on prepaid service and approximately 1,581,100 subscribers on digital service. Subscribers on digital service represented approximately 61% of the total wireless voice subscriber base.

Blended voice monthly ARPU (prepaid and postpaid) was $41.88, down $3.06 or 6.8% from $44.94 in the first quarter of 2000. The decline in ARPU was primarily due to an increase in the proportion of subscribers on prepaid service. Prepaid subscribers accounted for 19.6% of the total wireless voice subscriber base at March 31, 2001 compared to 14.6% at March 31, 2000. Postpaid monthly ARPU was $49.58, down $1.42 or 2.8% versus the prior year's first quarter, as a result of the impact of promotional offers introduced in the fourth quarter of 2000. Prepaid monthly ARPU was $9.35, up $1.31 or 16.3% versus the prior year's first quarter. Average monthly usage per wireless voice postpaid subscriber was 263 minutes, up 15.9% from 227 minutes in the first quarter of the prior year.

Equipment Sales, Messaging and Data Services

Revenue from Other Operations (including equipment sales, messaging and data services) was $57.1 million, an increase of $1.8 million, or 3.2% from the first quarter of the prior year.

Revenue from equipment sales was $41.8 million, up 3.8% from $40.3 million in the first quarter of the prior year due to the increase in gross activations, the introduction of digital prepaid handsets and the higher sales of BlackBerry Wireless Handheld[tm] two-way devices (“Blackberry”).

Messaging and data services revenue increased slightly to $15.3 million from $15.1 million in the first quarter of the prior year with increases in BlackBerry service revenue being mostly offset by declines in one-way paging revenue.

Customer Care and Billing

Customer service issues relating to the implementation of the customer care and billing system in 2000 have been largely resolved with service levels returning to pre-conversion levels. However, the Company continued to utilize outsourcing to handle increased call volumes and this led to $10.1 million in additional customer care costs compared to the first quarter of 2000.

Sales and Marketing

In early 2001, the company reorganized its sales and marketing groups to concentrate on three market segments – youth, consumer and business. In the first quarter, the Company launched product offers targeted at each of these groups.

In March 2001, Rogers Wireless launched ‘ID Wireless’, a service designed specifically for the youth market. Rogers AT&T Wireless is the first wireless provider in Canada to launch a specific service aimed entirely at youth, in an effort to capitalize on the worldwide emergence of a youth marketplace.

In the quarter, the Company launched the ‘Fair Share Plan’ designed to provide small businesses (with 2 to 29 subscribers) the best value for their usage on a monthly basis. Rogers Wireless also introduced the ‘Self-Adjusting’ price plan targeted at individual business customers.

Customer Satisfaction and Retention

Average monthly post-paid wireless voice churn was 2.25%, a reduction from 2.27% in the first quarter of the prior year and 2.56% (revised for 12,500 subscriber adjustment) in the fourth quarter of 2000. Wireless refocused a number of programs in the quarter including the ‘Welcome Call’ and ‘Loyalty’ program directly aimed at reducing churn. Churn reduction will continue to be the top priority.

Total messaging and data subscribers declined by 14,700 in the first quarter, compared to a decline of 4,900 in the prior year’s first quarter. Two-way messaging subscribers increased to 20,200 or 43.3% from 14,100 in the first quarter of the prior year. The average monthly churn rate for messaging and data was 3.39% versus 3.11% in the first quarter of 2000. At March 31, 2001, Rogers Wireless had a total of 429,300 messaging and data subscribers, a decline of 4.0% or 17,900 since March 31, 2000 due to a decline in the number of one-way paging subscribers, partially offset by growth in the higher value BlackBerry subscribers.

Operating Expenses

Total operating expenses before sales and marketing costs were $129.4 million, an increase of $18.6 million or 16.9% from $110.8 million in the first quarter of 2000. The increase in operating expenses was driven primarily by two factors: (1) incremental customer service costs of approximately $11.2 million to maintain third party resources in order to ensure improved customer service levels and (2) effective January 1, 2001, the CRTC replaced the previous contribution scheme with a 4.5% contribution tax on all contribution eligible revenue resulting in a $7.5 million incremental impact on operating expenses. In mid February, the company began to pass on the cost of this contribution tax to customers in the form of a higher monthly system access fee that had the effect of improving monthly blended voice ARPU in the quarter by $0.88. Average monthly wireless operating expenses before sales and marketing costs on a per subscriber basis were $14.44, an increase of $0.38 or 2.7% from $14.06 in the prior year's first quarter. Excluding the impact of the CRTC contribution decision, average monthly wireless operating expenses before sales and marketing costs on a per subscriber basis was $13.60.

Sales and marketing costs were $115.2 million, an increase of $16.3 million or 16.5% from $98.9 million in the first quarter of 2000. This increase is attributed mostly to a 16.6% increase in gross additions combined with increased subscriber retention costs related to churn reduction programs. Sales and marketing cost per wireless gross addition, including retention costs, were $423 compared to $403 in the first quarter of 2000. Excluding retention related costs of $34.6 million in the quarter and $25.2 million in first quarter of 2000, sales and marketing costs per wireless gross addition were $296, down 1.3% from $300 in the first quarter of the prior year.

Fixed Charges

Depreciation and amortization was $94.5 million, an increase of 21.2% or $16.5 million over the prior year's quarter due to increases in the fixed asset base and a reduction in the term of the useful life of certain of the company's network assets, effective January 1, 2001.

Interest expense, excluding the non-cash charge of $11.4 million on financing and related interest costs from shareholders in connection with the spectrum purchase financing, increased 23.1% over the prior year period primarily as a result of higher debt levels versus the prior year's first quarter.

Loss

Lower operating profit combined with higher depreciation, amortization and interest expense resulted in a net loss of $54.1 million, or 44¢ per share compared to a loss in the prior years' first quarter of $10.6 million, or 9¢ per share.

Capital Expenditures

Capital expenditures totalled $160.6 million, an increase from $90.1 million in the first quarter of 2000. Network related expenditures were $121.9 million, of which approximately 51.4% related to the roll out of the GSM-GPRS overlay with the remainder for capacity and technical spending.

The Company added 53 new cell sites to the network in the quarter. The remaining capital expenditures of $38.7 million related to the expansion of the Company's headquarters complex in Toronto, call centre expansion and information technology initiatives.

Risks and Uncertainties

There have been no material changes in any risks or uncertainties facing Rogers Wireless since the year ended December 31, 2000.

Financial Position - Liquidity and Capital Resources

Rogers Wireless' cash flow from operations (before changes in working capital) was $40.4 million, a decrease of $27.0 million from $67.4 million in the first quarter of the prior year mainly as a result of higher average debt levels and increased customer service costs. Capital expenditures were $160.6 million compared to $90.1 million in the first quarter of the prior year.

Rogers Wireless had a cash flow shortfall (cash flow from operations less working capital changes, and capital expenditures including the acquisition of spectrum) of $540.9 million, compared to $19.6 million in the first quarter of 2000.

On February 13, 2001, Rogers Communications Inc. ("RCI") and Rogers Wireless announced jointly their financing plans for the acquisition of additional spectrum for personal communications services following the successful bidding in the Industry Canada spectrum auction that ended on February 1, 2001. In the spectrum auction, Rogers Wireless agreed to purchase spectrum for a total purchase price of approximately $394 million.

In connection with these spectrum purchases, Rogers Wireless has entered into a commitment with RCI and AT&T Wireless Services, Inc. ("AWS") to provide funding for the total purchase price of the spectrum to be purchased by Rogers Wireless. AWS, along with British Telecommunications plc, currently hold jointly a 33.6% equity interest in Rogers Wireless through a partnership, AT&T BT Canada JVII General Partnership ("JVII"). RCI and AWS agreed to provide the funding through short-term unsecured loans on arm's length commercial terms. RCI agreed to advance approximately 60% of the aggregate loan amount and AWS agreed to advance approximately 40% of the aggregate loan amount. An aggregate of 20% of the committed funding was advanced on February 8, 2001 in connection with Rogers Wireless' scheduled payment to Industry Canada on February 15, 2001 of 20% of the purchase price of the spectrum and the remainder was advanced on March 8, 2001 in connection with the scheduled final payment to Industry Canada on March 15, 2001.

In connection with entering into the commitment, in order to compensate RCI and AWS for their commitments, Rogers Wireless agreed to pay RCI and AWS a commitment fee of 3.5% of the principal amount of the loans together with interest at a rate of 10% per annum, each due upon the repayment of the loans.

Rogers Wireless is carrying-out a rights offering in which it is offering all holders of record of its Class B Restricted Voting Shares and Class A Multiple Voting Shares the rights to purchase its

Class B Restricted Voting Shares. One right was issued for each Class A Multiple Voting Share or Class B Restricted Voting Share held by registered holders of the outstanding Class A Multiple Voting Shares and Class B Restricted Voting Shares of record as at the close of business (Toronto time) on March 16, 2001. A holder of rights is entitled to subscribe, at or before 4:00 p.m. (Toronto time) on April 18, 2001, for one Class B Restricted Voting Share at a price of $22.41 for each 6.5 rights held. Rights not exercised at or before April 18, 2001 will be void.

The offering will realize proceeds for Rogers Wireless, after estimated costs of issue, of approximately $421.8 million. RCI and JVII have each agreed to exercise all rights issued to them under the rights offering and to exercise any of the rights that may not be exercised by the public holders of Class B Restricted Voting Shares. In consideration of this commitment, the Company has agreed to pay RCI and JVII a standby-fee of 0.5% of the proceeds of the rights offering. The Company will pay the stand-by fee and repay all amounts under the shareholder loans, provided by RCI and AWS, from the proceeds of the rights offering.

Financing

At March 31, 2001, long-term debt net of cash on hand, was $1.916 billion, an increase of $473 million from December 31, 2000. Long-term debt reflects an increase in the Canadian dollar equivalent value of unhedged US dollar denominated debt and a $454 million increase in the amount borrowed under the Company's credit facility as a result of capital spending and the repayment of $284.5 million of intercompany loans to RCI.

The Company has a long-term secured reducing bank credit facility of $680.0 million provided by a consortium of Canadian financial institutions as well as a $10.0 million secured operating line of credit with a Canadian chartered bank. There were $454 million of advances outstanding under the bank credit facility at March 31, 2001.

Rogers Wireless is Canada's largest wireless communications services provider, with over 3.0 million customers from coast to coast. Rogers Wireless provides a complete range of wireless communications solutions including wireless voice, one-way paging, interactive messaging, and wireless data services.

(see attached Interim Consolidated Financial Statements and Notes to Interim Consolidated Financial Statements)

Rogers Wireless Communications Inc.
Consolidated Statements of Income

(in thousands of dollars except per share data)	Three Months Ended March 31 2001	Three Months Ended March 31 2000
	(Unaudited)	*(Unaudited)*
Revenue:		
Wireless voice services	$ 320,555	$ 293,357
Equipment sales	41,825	40,280
Messaging and data services	15,304	15,093
	377,684	348,730
Operating, general and administrative expenses	283,799	247,336
Management fees	2,671	2,593
Operating income	91,214	98,801
Depreciation and amortization	94,539	77,999
Operating income (loss) before the undernoted items	(3,325)	20,802
Interest expense:		
Long-term debt	35,269	30,343
Notes payable to Rogers Communications Inc.	2,092	-
Financing and interest costs on loans payable to shareholders	11,408	-
Other expense (income)	216	(39)
	48,985	30,304
Loss before income taxes	(52,310)	(9,502)
Income taxes	1,816	1,127
Loss for the period	$ (54,126)	$ (10,629)
Loss per share	$ (0.44)	$ (0.09)
Weighted average shares outstanding for the period (in thousands)	122,524	122,318

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Rogers Wireless Communications Inc.

Consolidated Statements of Cash Flows

(in thousands of dollars)	Three Months Ended March 31 2001	Three Months Ended March 31 2000
	(Unaudited)	*(Unaudited)*
Cash provided by (used in):		
Operating activities:		
Loss for the period	$ (54,126)	$ (10,629)
Adjustment to reconcile net income to cash flow:		
Depreciation and amortization	94,539	77,999
	40,413	67,370
Changes in:		
Accounts receivable	22,723	18,750
Other assets	(45,346)	(29,098)
Accounts payable, accrued liabilities and unearned revenue	(7,869)	11,482
Amounts due to/from parent and affiliated companies, net	6,535	2,037
	16,456	70,541
Financing activities:		
Issue of notes payable to Rogers Communications Inc.	90,250	-
Repayment of notes payable to Rogers Communications Inc.	(374,700)	-
Loans payable to shareholders	393,520	-
Issue of long-term-debt	454,000	-
Repayment of long-term debt	(631)	(345)
Proceeds from issuance of capital stock	399	5,736
	562,838	5,391
Investing activities:		
Additions to fixed assets	(160,563)	(90,129)
Purchase of spectrum licences	(396,824)	-
	(557,387)	(90,129)
Increase (decrease) in cash	21,907	(14,197)
Cash deficiency, beginning of period	(9,874)	(8,711)
Cash (deficiency), end of period	$ 12,033	$ (22,908)

Cash is defined as cash and short-term deposits less bank advances.

Rogers Wireless Communications Inc.
Consolidated Balance Sheets

(in thousands of dollars)	**March 31 2001**	**December 31 2000**
	(Unaudited)	*(Audited)*
Assets		
Fixed assets	$ 2,041,940	$ 1,972,110
Spectrum licences	396,824	-
Goodwill	8,926	9,549
Accounts receivable	192,973	215,696
Cash and cash equivalents	12,033	-
Deferred charges	119,058	90,417
Other assets	121,287	76,571
	$ 2,893,041	$ 2,364,343
Liabilities and Shareholders' Equity		
Liabilities:		
Bank advances	$ -	$ 9,874
Long-term debt	1,928,319	1,443,756
Notes payable to Rogers Communications Inc.	-	284,450
Loans payable to shareholders	393,520	-
Accounts payable and accrued liabilities	349,408	350,682
Due to parent and affiliated companies	8,260	1,725
Unearned revenue	23,138	29,733
	2,702,645	2,120,220
Shareholders' equity:		
Capital stock	1,456,687	1,456,288
Deficit	(1,266,291)	(1,212,165)
	190,396	244,123
	$ 2,893,041	$ 2,364,343

Rogers Wireless Communications Inc.
Consolidated Statements of Deficit

(in thousands of dollars)	March 31 2001	2000
	(Unaudited)	*(Unaudited)*
Deficit, beginning of year	$ 1,212,165	$ 1,140,416
Loss for the period	54,126	10,629
Deficit, end of period	$ 1,266,291	$ 1,151,045

Rogers Wireless Communications Inc.
Notes to Consolidated Financial Statements
Three months ended March 31, 2001 and 2000

1. Not all disclosures required by Generally Accepted Accounting Principles ("GAAP") for annual financial statements are presented, and accordingly, the interim financial statements should be read in conjunction with the most recently prepared annual financial statements for the year ended December 31, 2000.

2. These interim financial statements follow the same accounting policies and methods of application as the most recent annual financial statements for the year ended December 31, 2000 except as follows:

   i. Effective January 1, 2001, CICA Handbook Section 3500, "Earnings per Share", became effective. This standard requires the use of the treasury stock method for calculating fully diluted earnings per share, consistent with United States GAAP. The adoption of this standard had no impact on the Company's historically reported earnings per share as it has reported a loss for the year ended December 31, 2000 and for the first quarter ended March 31, 2001.

   ii. Effective January 1, 2001, the Company changed the estimated useful lives of certain network equipment, which will result in an increase in annual depreciation expense in 2001 of approximately $25,000,000. The impact of this change for the three months ended March 31, 2001, was to increase depreciation expense by $6.5 million.

3. Significant Accounting Policies

   i. Spectrum Licences

      The Company purchased a total of 23 spectrum licences, in 12 of 14 regions in Canada, providing the utilization of 10 MHz of spectrum for each licence in the 1.9 GHz band, in an auction completed by Industry Canada on February 1, 2001, for a total of $393,520,000. The auction price, together with the incremental costs of the spectrum valuation study, amounted to $396,824,000. The spectrum will facilitate the additional capacity of existing wireless voice communications services and the introduction of new wireless data communication services. Each spectrum licence has a term of 10 years. The accounting policy adopted by the Company is to amortize the cost of the licence over its 10-year term.

4. Financing of Spectrum Licences

   To fund the purchase of the spectrum licences, the Company entered into a commitment with Rogers Communications Inc. ("RCI") and AT&T Wireless Services, Inc. ("AWS") whereby funds were advanced on a short term unsecured loan basis. The compensation structure for the loan is a 3.5% commitment fee based on the principal amount and an interest rate of 10% per annum each due upon repayment of the loans. Both the interest and commitment fee payment to RCI and AWS will be in the form of equity.

5. Long Term Debt

(in thousands of dollars)	Interest rate		As at March 31, 2001		As at December 31, 2000
Bank loan	Floating	$	454,000	$	-
Senior Secured Notes, due 2006	10-1/2%		160,000		160,000
Senior Secured Notes, due 2007	8.30%		278,802		272,162
Senior Secured Debentures, due 2008	9-3/8%		433,121		433,121
Senior Secured Debentures, due 2016	9-3/4%		229,961		222,005
Senior Subordinated Notes, due 2007	8.80%		339,141		322,543
Obligations under mortgage and capital leases	Various		33,294		33,925
		$	1,928,319	$	1,443,756

During the quarter, the Company borrowed under its bank credit facility for a total outstanding debt of $454,000,000 at March 31, 2001. The remaining amount of credit available under the facility totals $226,000,000 at March 31, 2001.

6. Capital Stock

(in thousands of dollars)	March 31, 2001	December 31, 2000
Capital stock issued, at stated value:		
Preferred shares:		
Series A Preference Shares	$ -	$ 528,664
Series B Preference Shares	-	428,990
Common shares:		
90,468,259 Class A Multiple Voting Shares	962,661	433,997
32,111,130 Class B Restricted Voting Shares	497,042	64,637
	1,459,703	1,456,288
Less: Amounts receivable on certain share purchase plans	(3,016)	-
	$ 1,456,687	$ 1,456,288

i. Rights Issue
On March 16, 2001, rights were issued to registered holders of outstanding Class A Multiple Voting Shares and Class B Restricted Voting Shares. These rights allow the holder to subscriber for one Class B Restricted Voting Share at a price of $22.41 for each 6.5 rights held.

ii. Preference Shares
On March 1, 2001, the Company redeemed its Series A (15,334,453) and Series B (12,443,324) Preference Shares, both owned by the JVII partnership. Concurrently, on a one-for-one basis, Class A Multiple Voting Shares and Class B Restricted Voting Shares were issued.

For more information contact:

The analyst conference call to discuss quarterly results will be broadcast via the Internet at http://www.rogers.com/webcast beginning 4:00 p.m. ET., April 11, 2001.

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