

Rogers Communications at a glance

Rogers Cable Inc.

Cable Television High-Speed Internet Video Stores The Rogers Cable network is Canada's largest cable system with 2.3 million customers concentrated primarily in the prime southern Ontario market and Atlantic Canada. In the areas we cover, Rogers serves approximately 77% of all homes. We provide cable television, digital TV and high-speed Internet access through Rogers Hi-Speed Internet and, through Rogers Video, we operate the country's largest domestically owned chain of video stores.







Rogers Media Inc.

Radio and Television Broadcasting Consumer and Trade Magazine Publishing Home Shopping Rogers Media offers Canadians many of the country's largest and best-known consumer and trade magazines, major radio stations in eastern and western Canada, multicultural television broadcaster CFMT, Rogers Sportsnet, The Shopping Channel, digital television services and a growing collection of highly popular Internet sites.

























Rogers AT&T Wireless

Digital PCS
Cellular
Advanced Wireless
Data Services
One- and Two-Way
Messaging

Rogers Wireless 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 Personal Communications Services (PCS), cellular, advanced wireless data services and one- and two-way messaging services to a total of more than 3.4 million customers across the country.



Rogers in your world

The Rogers Group of Companies is Canada's premier provider of communications, entertainment and information. Through Rogers Cable we connect with over 2.3 million Canadian households, offering cable television, digital TV and high-speed Internet access. We also operate Rogers Video, the country's largest domestically owned chain of video stores. Through Rogers Media, we publish many of Canada's largest and best-known consumer and trade magazines. The division also operates a network of major radio stations, the No. 1 electronic retailer in Canada, multicultural television broadcaster CFMT, Rogers Sportsnet, digital television services and a collection of highly popular Internet sites. Through Rogers™ AT&T® Wireless, Canada's leading wireless provider, we serve 3.4 million wireless subscribers with a complete range of wireless solutions including: Digital PCS, cellular, advanced wireless data services and one- and two-way messaging.

Canadians rely on the Rogers brand for quality products and services. As communications, entertainment and information continue to converge, we are one of the few companies able to provide our customers with all the options.





the Rogers network

The Rogers Cable network is Canada's largest cable system with 2.3 million customers concentrated primarily in the prime southern Ontario market and Atlantic Canada. In the areas we cover, Rogers serves approximately 77% of all homes. We provide cable television, digital TV and high-speed Internet access and, through Rogers Video, we operate the country's largest domestically owned chain of video stores.





The Rogers Cable network combines fibre-optic and co-axial cable to provide a state-of-the-art infrastructure.

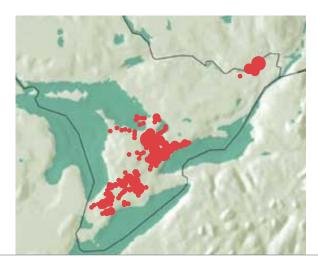
Rogers Cable is Canada's largest cable operator.

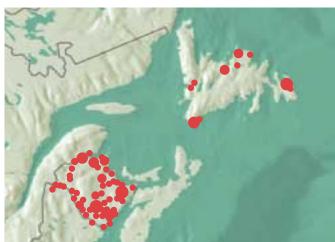
Ontario & Atlantic Canada

During 2000, we consolidated our holdings in Ontario through a swap with Shaw Communications, trading our western assets in British Columbia for their eastern assets in Ontario and New Brunswick. We subsequently purchased Cable Atlantic adding more than 75,000 additional subscribers in the province of Newfoundland. Approximately 85% of our system is now equipped to deliver broadband, two-way, interactive communications and entertainment such as digital TV and high-speed Internet access. As customers increasingly demand these services, we are committed to investing in more fibre-optics, more network nodes for Internet access, plus thousands of digital set-top boxes and high-speed cable modems.

Customer service

Rogers Cable prides itself on its customer service. Our customer and technical service representatives are available 24 hours a day, 7 days a week. We have invested in the equipment to upgrade and network our call centres so that there is automatic overflow from one call centre to another and calls are routed to specific skill-based representatives, which ensures efficiency and enhanced customer service.





Our swap with Shaw in 2000 consolidated the Rogers Cable network in Ontario and added New Brunswick to our cable holdings. The subsequent acquisition of Cable Atlantic added an additional 75,000 customers in Newfoundland.

connecting with Canadians

Rogers Hi-Speed Internet

Rogers Hi-Speed Internet cable service is the new standard for people who want fast surfing and downloading coupled with the convenience of a system that's always on. A growing number of Canadians are leaving much slower and more cumbersome dial-up services in favour of cable access, and a vast percentage of them are subscribing to Rogers Hi-Speed Internet. With almost 480,000 subscribers, Rogers Hi-Speed Internet is one of the fastest-growing high-speed access providers in North America.

Cable television

Our core cable business remains the foundation for all of the Rogers Cable products and services. In spite of strong competition, Rogers Cable maintained its subscriber base in 2001. Subscribers to our premium VIP cable package are entitled to discounts on other Rogers products and services, including many of Canada's most popular magazines, Rogers AT&T Wireless and the Rogers Hi-Speed Internet service. Product bundling of this kind is an important competitive edge for Rogers. There are now more than 498,000 customers in the VIP program.

Rogers Television

Rogers Television delivers local, timely and relevant programming in the communities where we provide cable service. Each of the 25 stations we operate throughout Ontario, New Brunswick and Newfoundland produce local programming that reflects the interests and identities of the local service area. A forum for diversity and expression, Rogers programming includes everything from news, politics and entertainment to local sports and lifestyle programs.



During 2001, thousands of Rogers Cable television subscribers chose to access the Internet at high speed through their cable connections with Rogers Hi-Speed Internet. By the end of 2001, there were almost 480,000 Rogers Hi-Speed Internet subscribers.



Rogers Television offers exclusive coverage of local entertainment, lifestyle, sports and information programming.



Rogers Interactive TV enables subscribers to access the Internet through their televisions.

Rogers Digital Cable

Since we introduced Rogers Digital Cable in the fall of 1999, over 272,000 subscribers have purchased the digital package. Through the digital set-top box provided to subscribers for a monthly rental fee, as many as 135 television channels are conveniently organized with an on-screen, interactive program guide. Rogers Digital Cable also offers up to 47 pay-per-view channels and 40 channels of commercial-free digital music, plus up to 10 first-run pay-per-view movies with numerous daily start times. In addition, subscribers have access to special major league sports programming such as NHL® CENTRE ICE® and NFL SUNDAY TICKET™.

Rogers Interactive TV

Rogers Interactive TV operates on the digital platform, and it enables subscribers to access the Internet through their televisions using Microsoft software and a set-top box. Ideal for those without home computers, the service opens the door to e-mail, Internet searching, on-line banking and chat rooms.

Rogers Video

With 260 retail outlets in seven provinces, Rogers Video is Canada's second largest video chain and by far the largest domestically owned chain. Since 2000, digital video discs (DVDs) have become one of the fastest-growing technologies in home entertainment with DVD rentals and sales more than tripling at Rogers Video. In Ontario, Rogers Video Integrated stores enable us to serve all Rogers customers in one physical location while demonstrating and selling products such as Rogers Hi-Speed Internet, Rogers Digital Cable and Rogers AT&T Wireless Services.

Enhanced Television

Available for the first time in Canada in October 2001, Enhanced TV opens up a new world of information and shopping to Rogers Digital Cable customers. The new service allows customers to interact with a program or commercial with their remote control, by clicking on the icon that appears on their television screen. Viewers can access further information such as news, sports or weather, not to mention make a purchase or request further product information such as a brochure.

Video-on-Demand

Video-on-Demand is the latest product that Rogers offers on its two-way digital network. In 2002, Rogers Digital Cable customers will have the ability to select from hundreds of titles ranging from movies of all genres to concerts and sporting events. One of the compelling features of video-on-demand is its functionality which allows viewers to stop, rewind, fast forward, pause and even replay the selected show during the viewing window.



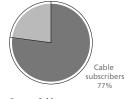




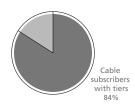




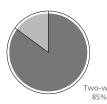




Rogers Cable basic cable subscribers penetration of homes passed



Rogers Cable basic subscriber base with tier products



Rogers Cable homes passed upgraded to two-way

Through Rogers Video, the largest domestically owned video chain in Canada, Canadians have convenient retail access to all the latest releases and a host of other products.

Rogers Media CHFI FM98 is Toronto's favourite FM station, at work, at home...or both! Macleans.ca. now bringing you the trusted name of Maclean's on-line! **Rogers Media** produces a wide range of popular consumer and industry publications. Rogers Media offers Canadians many of the country's largest and best-known consumer and trade magazines, major radio stations in eastern and western Canada, multicultural television broadcaster CFMT, The Shopping Channel, Canada's No. 1 electronic retailer in the nation, Rogers sportsnet and a growing collection of highly popular Internet sites. Rogers Communications Inc



converging media

The keys to our media assets are the opportunities for convergence. We are extending our valuable brands across multiple channels. We are gathering and re-purposing information more efficiently. We are using our print, broadcast and Internet properties to drive each other's growth. Our customers get the information and entertainment that meets their professional and lifestyle needs. Advertisers have unrivalled media and demographic choices from a single source.

A wealth of content

Owning the distribution channel, combined with the content to attract audiences, is the formula for success in a converging world. Rogers Media publications and news-gathering organizations are a rich source of content for our Internet properties and, in the wider picture, for the content requirements of the Rogers Cable and Wireless networks.

Radio stations

Rogers Broadcasting properties reach more than 6 million Canadians each week. Taking advantage of new licensing regulations, the Rogers group of radio stations grew from 20 in 1997 to 30 by the end of 2000. In 2002, we added an additional 13 stations including Toronto's popular FAN 590. We have clustered our stations for maximum operating efficiency and audience coverage in key Canadian markets including Toronto, Ottawa, Vancouver and Calgary.























In television, radio, print and on the Internet, Rogers properties are leaders in their categories. Rogers radio stations are clustered in major Canadian markets for maximum operating efficiency and audience coverage.

Publishing

Rogers Publishing is Canada's largest magazine and periodicals publisher. We are leaders in our categories. Maclean's is Canada's largest-circulation newsmagazine. Canadian Business, Chatelaine, Flare, Today's Parent and MoneySense all lead in their markets — as do most of our vertical trade periodicals and information products such as Marketing, Medical Post, Advisor's Edge and Canadian Grocer.

Rogers Publishing has a strong presence on the Web with Chatelaine.com, MoneySense.ca, Macleans.ca, Bizlink.com, Profitguide.ca and many other sites which are integrated with their print franchises. Rogers Publishing also includes a variety of trade shows and the Medical Education Network, a medical database company head-quartered in New York.

Television

Licensed in 1979, CFMT Television is Canada's first over-the-air multilingual/multicultural television station. CFMT is available to approximately 90% of viewers in the province of Ontario. As a leading provider of ethno-cultural television programming, CFMT broadcasts 60% of its programming in more than 15 languages to communities encompassing over 18 cultures. In the past five years, revenue at CFMT has averaged approximately 10% growth per year. CFMT's operating margin, even among much larger broadcast organizations, is among the best in the industry.

The Shopping Channel is Canada's largest electronic retailer selling products through multiple storefronts including TV, the Web, catalogue, a retail store and a direct response marketing business. During 2001, The Shopping Channel's Web site, TheShoppingChannel.com, experienced sales and traffic growth of over 65%. The company is now broadcast into 6 million homes, distributes approximately 1 million catalogues bi-annually and distributes licensed products for sale through other retailers like Canadian Tire and Wal-Mart.

Rogers owns a majority interest in the specialty television channel Rogers Sportsnet and a 33.33% interest in the Outdoor Life Network service and 24.95% of Viewers Choice Canada. Rogers, along with our partners, launched four digital specialty channels: The Biography Channel, TechTV, MSNBC and Mystery Channel. We are the managing partner of TechTV, The Biography Channel and MSNBC.











Rogers Media publishes many of Canada's most popular consumer magazines and most influential trade periodicals. MoneySense.ca is Rogers Media's popular personal finance Web site. The site is integrated with MoneySense magazine.





our strategies:

Simple Wireless Solutions

Every customer is different. Whether you need a wireless communications plan that offers traditional voice communications service, or you need a wireless phone with a full suite of wireless data services including text messaging, e-mail and access to the mobile Internet, Rogers AT&T Wireless has the plan that meets every customers' needs. Choose between postpaid (monthly) and prepaid plans, messaging plans and a variety of enhanced services that enable you to get the most from your wireless service. Rogers AT&T Wireless also offers access to the widest array of innovative devices that range from the simplest wireless phone to the leading-edge wireless data devices.

Customer Focus

Our customers are at the centre of everything we do. Whether shopping on-line, calling in to one of our customer service representatives, or requesting information in one of our more than 7,000 points of distribution, Rogers AT&T Wireless offers knowledgeable and friendly sales and customer service. Our Web site enables you to purchase, change or service your account at your convenience, 24 hours a day, 7 days a week. And, our state-of-the-art billing and customer care system ensures that our representatives are prepared to manage all of your customer service needs, quickly and to your satisfaction.

Profitable Growth

Rogers AT&T Wireless is committed to growing our business profitably. Rogers AT&T Wireless will be successful in acquiring the best mix of customers to create profitable growth for our future. We work consistently to acquire customers through the most appropriate channels, provide them with the plan and device that best meets their needs and then service them in the most efficient manner in order to accelerate our profitable growth. We do this for the benefit of the Company, our customers and our shareholders.

Partnerships

In the highly competitive, technologically demanding global wireless market, it makes sense to work with strong partners. In addition to its important alliance with the Rogers Group of Companies, Rogers AT&T Wireless has established a partnership with one of the most powerful brand names in telecommunications in the world: AT&T Wireless Services. Our relationship with AT&T Wireless, which dates back to 1996, has enabled us to provide customers with significantly lower prices on wireless phones and North-American-wide digital coverage while bringing new service options to market faster. Rogers AT&T Wireless is also a member of MobilityLeaders, a consortium of all wireless providers associated with British Telecommunications plc.









Rogers AT&T Wireless has partnered with one of the most powerful brand names in telecommunications in the world, AT&T Wireless Services, to offer customers seamless availability of service wherever they travel.

The Rogers AT&T Wireless network offers a complete range of wireless solutions including: Digital PCS, cellular, advanced wireless data services and one- and two-way messaging.

what makes us different? our customers have more options

Youth

This age group has emerged as one of Canada's earliest set of adopters of new wireless communications solutions and Rogers AT&T Wireless is committed to serving this market better than any other provider.

Our broad array of innovative, stylish wireless devices such as the Motorola VBox, partnered with our unique voice and data applications including ICQ Mobile (SM), e-mail and high-speed text messaging, enable you to be in touch whether you're at or away from home.

We reach out to new customers in this segment through advertising vehicles that resonate with a youthful audience. And we offer them the capability to personalize their wireless device with customizable ring tones, graphics, faceplates and Internet content to make their device as unique as they are.

Consumer

Some customers require a wireless phone to stay in touch periodically with the daycare or office, others require a more integrated plan with multiple devices and communications solutions that ensure they can stay in touch with all those they care about. The Family Plan from Rogers AT&T Wireless is only one example of the value driven, targeted wireless communication solutions that we have to meet the unique needs of all of our customers. We excel in offering choice, flexibility and personalized communications solutions to customers with all kinds of wireless voice and data needs.

Business

Rogers AT&T Wireless is committed to meeting business customer needs by providing customized solutions that increase their productivity and profitability. We offer innovative and flexible pricing solutions such as our unique Fair Share or Canadian One Rate pricing to businesses in every region of the country. And, we offer the newest products and services such as the BlackBerry by Rogers AT&T Wireless, the Handspring Treo and a host of other voice and data devices that enable companies to harness the power of "always on" connectivity to get and maintain a competitive edge. We have dedicated account managers who anticipate our business customers' needs and work with them to provide personalized recommendations for voice and/or data communications packages.





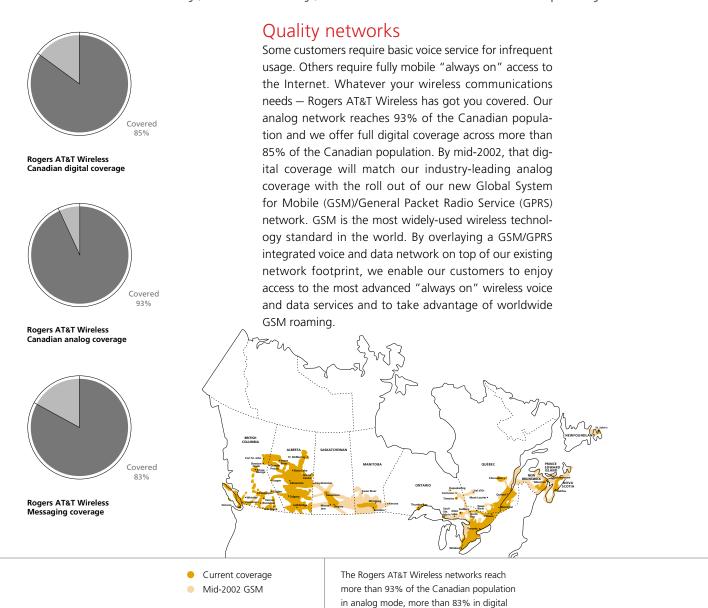


In wireless technology, Rogers AT&T Wireless has consistently led the way, offering customers the very latest in personal communications devices. Rogers AT&T Wireless is the first wireless provider in Canada to offer the popular instant messaging service, ICQTM, on its mobile devices.

Convenient pricing plans from Rogers AT&T Wireless are designed to meet the needs of all Canadians who want the convenience of wireless service.

we have superior network reach and quality

The Rogers AT&T Wireless networks have consistently been ranked the nation's finest. We measure their performance constantly to ensure the highest standards — for availability, accessibility, call retention and voice quality.



TDMA mode. The new Rogers AT&T GSM/GPRS network, now at 85% coverage, will match the coverage footprint of our

analog network in mid-2002.

there are thousands of opportunities to connect with us

More than 7,000 points of distribution

Canadians can access Rogers AT&T Wireless services at more than 7,000 points of distribution nationwide. In addition to our Rogers AT&T Communications Express stores, our dealer locations and the exclusive RadioShack retail locations, we are represented by more than 450 RadioShack associate stores and several thousand national retailer locations. In addition, our customers have the ease and convenience of shopping on-line, 24 hours a day, 7 days a week at www.rogers.com.

RadioShack exclusive agreement

Rogers AT&T Wireless and RadioShack in Canada renewed their exclusive retail agreement for an additional five-year term commencing January 1, 2002, providing Rogers AT&T Wireless products exclusively at RadioShack corporate store locations, Associate Dealer store locations and Rogers AT&T Communications Express store locations. RadioShack is Rogers AT&T Wireless' largest retail partner.

Continent-wide corporate service

Corporate customers have a distinct advantage with Rogers AT&T Wireless. Combined with AT&T Canada, our Corporate sales force is staffed by more than 600 representatives across Canada. We are the only company that can offer corporations a single, convenient rate across North America — and the only company able to manage continent-wide wireless and long-distance services through a single point of contact.















Canadians can access Rogers AT&T Wireless services through more than 7,000 points of distribution nationwide.

Rogers Television convergence is your window on local events in your community. Rogers AT&T Wireless offers usage plans matched to the lifestyle and budget concerns of every custome Keep up to date with Canadian business news through **Canadian Business** magazine. With a variety of high-speed wireless data communications solutions from Rogers AT&T Wireless, you can shop at home, check the news or stay Increasingly, the many products and services offered by the Rogers Group of Companies are converging to the benefit of Canadians. We are consolidating our service centres, our billing and our brand while offering attractive loyalty programs for customers who subscribe to multiple products. 18 Rogers Communications Inc



one trusted brand

All the Rogers companies have been rebranded under the name Rogers with a graphic identity based on a "convergence loop", symbolizing the converging worlds of communications, entertainment and information. Our goal as a corporation is to build a stronger presence with a single brand promoted across all our companies.

The Rogers Network Management Centre

Customer service is a critical priority, and it begins with superb technology. The Rogers Network Management Centre is one of the most advanced facilities of its kind in the world. Through a combined centre in Toronto, the entire Rogers network, cable and wireless, is monitored with the latest diagnostic tools, enabling us to deliver the highest levels of reliability. Professional technicians supported by sophisticated software tools ensure that problems are rapidly pinpointed and repaired, and potential problems are often identified ahead of time, pre-empting customer inconveniences.

Rogers.com

Launched in 2000, our e-commerce Web site, rogers.com, offers a wide variety of Rogers products and services as well as providing customers with self-service options. Customers can now conveniently purchase everything from Rogers AT&T Wireless phones and service plans to Rogers Digital Cable and Rogers Hi-Speed Internet cable service, Rogers Media magazines and even Blue Jays merchandise from one convenient site. Purchases can be added to an existing cable or wireless bill at check-out or payment by credit card can be made at the customer's option. Customers can also receive their bills electronically through the site as well as performing routine



The Rogers Network

Management Centre.



At Rogers Video stores across Ontario, customers can have access to the entire range of products of the Rogers Group of Companies.

service transactions like notifying us of their change of address, change of payment instructions or requesting a change in their service.

In 2001, on average, more than 19,000 customers visited the site each day purchasing over 100,000 products and services on-line during the year and conducting over 1.2 million service transactions.

A single point of contact

Rogers AT&T Wireless and Rogers Cable now share more than one common customer call centre. With one call to one number, customers will be assured of informed service and faster problem-solving.

Rogers on display

Customers interested in any of Rogers' products or services can see most of them on display at Rogers Video Integrated stores in Ontario. While renting the latest movie release or purchasing the most recent copy of Maclean's or Chatelaine, customers can also sign up for Rogers Hi-Speed Internet, Rogers Digital Cable or Rogers AT&T Wireless phones and service plans.

Special rates for special customers

By bundling services, we offer our customers greater simplicity and convenience, as well as excellent value. Through VIP Cable, our best cable customers receive special rates, free movie rentals and discounts on wireless services, Rogers Hi-Speed Internet, Rogers Video products, Rogers Media magazines and merchandise from RadioShack and The Shopping Channel.





Subscribers to Rogers Cable's VIP package earn attractive discounts on other Rogers products and services.

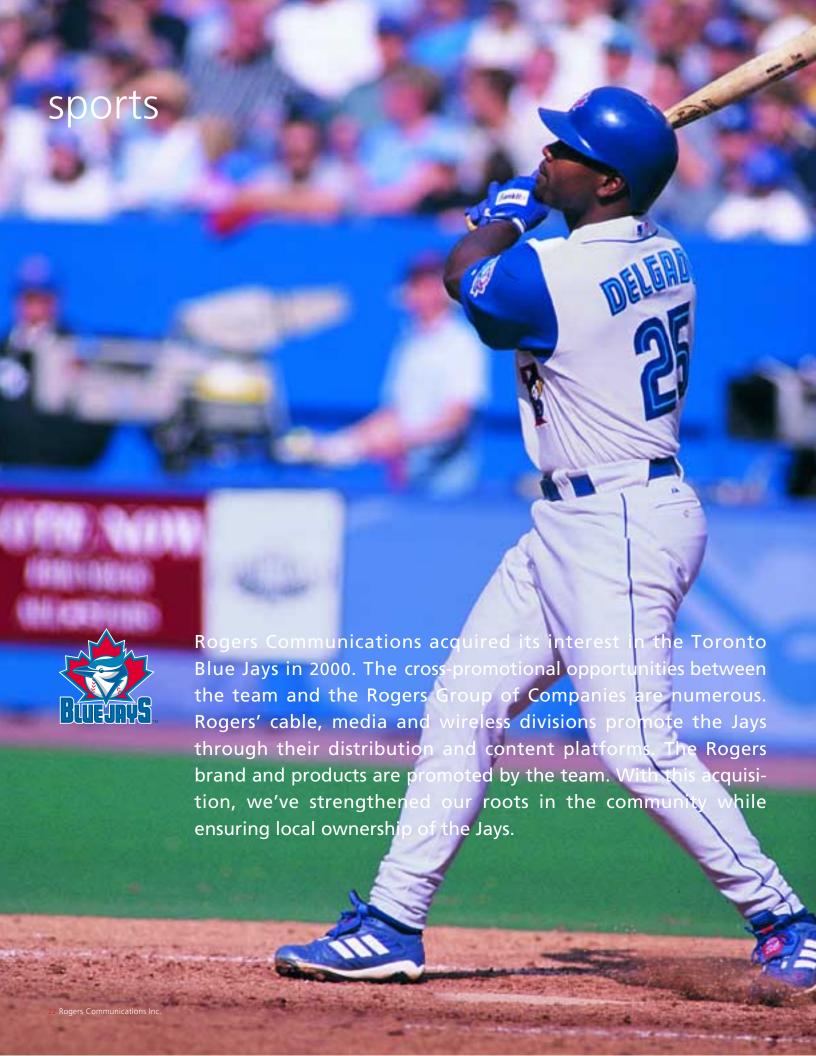
people at Rogers

Rogers employs 13,500 employees across Canada and these employees are partners in the Company's success. We are committed to providing a workplace that inspires enthusiasm and motivates the achievement of our employees' potential. In addition to our comprehensive benefits and compensation programs, we offer training and career development opportunities, as well as a program that enables employees to own shares in the Company.

Rogers is also a strong supporter of employment equity and diversity in the workplace. Our commitment is recognized and supported by programs, policies and measures to accommodate the special needs of our employees.



Edward S. "Ted" Rogers at the launch of the new Rogers brand.



Rogers community support

We work continually to earn the goodwill of the communities we serve. Our support ranges from national initiatives to grassroots charities. As a corporation, we provide funding, in-kind giving and use of our technological resources. We also encourage our employees to contribute to their own community and charitable causes.

In addition to supporting numerous local organizations, Rogers is proud to support the following community charitable initiatives:

The United Way

The Rogers Group of Companies has a long-standing association with the United Way. In addition to holding employee campaigns throughout our various divisions, Rogers donates directly to over 25 regional branches of the United Way.

Rogers Writers' Trust Fiction Prize

Since 1997, Rogers has sponsored the Rogers Writers' Trust Fiction Prize. Administered by the Writers' Trust of Canada, the \$10,000 prize is awarded to an outstanding Canadian work of fiction, as determined by jury from the literary community.

Child Find

Child Find is one of Rogers' longest-standing charitable commitments. Since 1989, Rogers Cable has printed the photograph of a missing child on our cable envelopes. During 1999 alone, seven of the children featured were recovered. Rogers Cable employees participate in Child Find's Green Ribbon of Hope Month with the purchase of green ribbons in May, and trim Child Find Trees of Hope in December with photographs of children who won't be home during the holiday season. Further support for Child Find is offered by Rogers Television, where photographs of missing children are featured during station breaks; and Rogers publications such as Canadian Business magazine and Maclean's, which run public service advertising for Child Find.





Rogers employees participate in United Way campaigns nationwide.

The Rogers Group of Companies has come together to support this important program to locate missing children.

Rogers Pumpkin Patrol

The Rogers Pumpkin Patrol program was started in 1985 by employees wanting to ensure the safety of children on Halloween. Employee volunteers in red Rogers vans patrol the streets in communities served by Rogers, working with local police and other emergency services to spot trick-or-treaters who may need assistance. Over the two weeks leading up to Halloween, Rogers' employees also visit local schools and distribute safety packets to grade two and three students that include safety tips and a reflective arm band.

Jolly Trolley Movie Caboose Program

In 1993, Rogers Video launched the Jolly Trolley Movie Caboose Program to entertain sick children in hospitals. Each Trolley is outfitted with a television and VCR plus a video library of current movie releases and children's classics. Currently 29 hospitals and other healthcare facilities across Canada participate in the program. More Trolleys are planned in the future.

Film and television festivals

For many years, Rogers has been a significant sponsor of film and television industry events such as the Toronto International Film Festival's Rogers Industry Centre and the Vancouver International Film Festival Opening Night and Trade Forum. Rogers is also a major supporter of the Banff Television Festival, which takes place annually in Banff, Alberta.

SupportLink Program

Rogers AT&T Wireless has joined forces with Ericsson Canada and the Ontario Government to provide SupportLink, a program that works to improve the safety of individuals at risk from domestic violence, abuse and stalking. The program offers high-risk victims in 20 designated SupportLink sites across the province with wireless phones that are preprogrammed to dial 9-1-1 in the event of an emergency.

Media Awareness Network

Rogers Hi-Speed Internet is a strong supporter of the Media Awareness Network (MNet), a non-profit organization dedicated to supporting media literacy and Internet education. The MNet Web site offers user-friendly resources and information on a variety of media-related topics such as advertising and commercialism, media violence and the media's portrayal of gender. As part of Rogers' commitment to MNet, on-line safety literature is included in Rogers Hi-Speed Internet welcome kits and public service announcements for MNet air regularly on Rogers Television.



Rogers Pumpkin Patrol — Watching Out for Kids' Safety on Halloween.



The Rogers Video Jolly Trolley program brightens up life on the ward for kids in hospital with a mobile video entertainment library.



The Media Awareness Network promotes and supports media education in Canadian schools, homes and communities.

The Rogers Funds

Through the Rogers Funds, Rogers is a major supporter of Canada's independent television and film producers. Rogers Telefund has been offering loans to Canadian independent producers since 1980. Rogers Documentary Fund is Canada's premier source of funding for documentary films. Rogers Cable Network Fund is an equity investor in Canadian programs for Canadian cable channels.

Cable in the Classroom (CITC)

CITC is an initiative of the cable television and programming industries to bring Canadian teachers top quality cable television programming that can be used to support classroom learning. Commercial-free, copyright cleared, and offered at no charge to teachers, CITC provides Canadian teachers with a way to enhance their curriculum. Since the program's launch in 1995, Rogers has spent more than \$3 million dollars connecting more than 2,500 publicly funded K-12 schools in our service areas. Each school receives free cable television at a value of \$480 every year.

Teachers can visit www.cableducation.ca for a comprehensive guide to hundreds of hours of programming available each month.

Rogers AT&T Wireless Communications Laboratories, University of Toronto

Rogers AT&T Wireless donated \$3 million to the University of Toronto, to be used to build and equip the Rogers AT&T Wireless Communications Laboratories for leading edge research in wireless technology. The labs will be located in the Bahen Centre for Information Technology — currently under construction on St. George Street in Toronto. Rogers is proud to support this leading educational institution and our future industry leaders.

Lives & Times of the Prime Ministers

Funded by Rogers and developed by 7th Floor Media at Simon Fraser University this content explores Canada's history through the lives and times of our prime ministers. Starting with John A. Macdonald and continuing through to Jean Chrétien, Lives & Times of the Prime Ministers provides an innovative, interactive way to discover Canada's history. Using hundreds of pictures, archival video footage and audio material, as well as political commentary, personal remembrances, news clips and even satirical sketches, Lives & Times of the Prime Ministers brings Canada's history to life. We are proud to support this important collection of Canadian content.

Originally offered in combination with the Canadian Encyclopedia on CD-ROM, Lives & Times of the Prime Ministers will soon be available on-line. For a preview, visit www.rogers.com.









Rogers is committed to the support of independent Canadian film and television producers. Rogers is proud to have funded Lives & Times of the Prime Ministers.

the best is yet to come

The Rogers Group of Companies consists of a unique collection of assets the likes of which exist nowhere else in North America. We are better positioned today than any other company in Canada to take advantage of the growing convergence of communications, entertainment and information. Our goal is to make people's lives simpler and more convenient through advanced technologies, often integrated in novel ways distinctly Canadian. We are doing it today. We are investing in tomorrow.

The best is yet to come!

how to reach us

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