



Talk & More plans¹⁴

PRICE PER MONTH	\$30/MO.	\$35/MO.	\$40/MO.	\$45/MO.	\$55/MO.
ANYTIME LOCAL MINUTES	150	200	250	400	600

PICK 1 CORE FEATURE

\$30/\$35 PLAN FEATURES
 Unlimited local talk & text to 5 numbers³
 Double your anytime minutes⁴
 Unlimited nights & weekends starting at 6PM
 Unlimited text, picture & video messages^{5/13}

\$40/\$45/\$55 PLAN FEATURES
 Unlimited nationwide talk & text to 5 numbers⁶
 Double your anytime minutes⁴
 Unlimited nights & weekends starting at 5PM
 Unlimited text, picture & video messages^{5/13}

ALL PLANS INCLUDE
 Unlimited local nights 9PM - 7AM weekends 9PM Fri - 7AM Mon
 Call Waiting & Conference Calling²

A \$35 one-time activation fee applies to all plans.

Additional local minutes & Canadian long distance⁷ minutes are 40¢/MIN.
 Additional sent & received text messages⁵ are 15¢/MSG

Share Your Plan¹⁴

Sharing is easy. Mix & match any plan in this brochure with up to 5 people and get unlimited nationwide⁷ calling between members.

SHARE PLAN 50 minutes
 Unlimited local nights 9PM-7AM & weekends 9PM Fri – 7AM Mon
 Call Waiting & Conference Calling²

\$20/MO.
 per member



Bundles¹⁴

Save money every month with a bundle.

Bundle 12
\$12/MO.
 • Call Display
 • Message Centre

Bundle 15
\$15/MO.
 • Call Display
 • Message Centre
 • 500 sent text messages
 • Unlimited received text messages⁵

Bundle 20
\$20/MO.
 • Call Display
 • Message Centre
 • Unlimited text, picture & video messages^{5/13}
 • Voicemail to Text
 • Mobile Browser 50 (provides 50MB of mobile browsing)

Add-ons¹⁴

CALL FEATURES	TEXTING ⁵	WEB & MAIL	LONG DISTANCE WITHIN CANADA ⁷
\$7/MO. Unlimited nights & weekends starting at 6PM	\$5/MO. 250 sent & Unlimited received	\$10/MO. 50 MB of data ⁹ (Mobile Browser™)	\$5/MO. 25 minutes
\$7/MO. Call Display	\$10/MO. 2500 sent & Unlimited received	\$15/MO. Unlimited ¹⁰ Facebook ^{®15} MySpace ^{®15} Instant Messaging ¹¹ (BlackBerry [®] only) ¹⁵	\$12/MO. 100 minutes
\$8/MO. Message Centre	\$15/MO. Unlimited sent & received	\$15/MO. Unlimited ¹⁰ personal email/Instant messaging ¹² (BlackBerry [®] only) ¹⁵	\$20/MO. 200 minutes
\$15/MO. Unlimited incoming calls ⁸			\$40/MO. Unlimited minutes

Bruce Mobility Personal Plans



BRUCE MOBILITY
 Local Coverage Global Reach

Connect with Bruce Mobility

The 3G network that provides excellent local and national coverage while keeping you connected in over 200 countries.

Personalized customer service and tech support provided locally.

Three convenient locations to serve you.

A wide selection of devices from the best brands around the world.

4 EASY STEPS

1. Come into one of our stores.
2. Discuss your needs with one of our representatives.
3. Choose your phone and your plan.
4. Complete your contract and have your device activated.

Smartphone plans¹⁴

PRICE PER MONTH	\$50/MO.	\$65/MO.	\$80/MO.	\$100/MO.
DATA ¹	500MB	1GB	2GB	3GB
ANYTIME LOCAL MINUTES	200	300	450	550 + BONUS Call Display Message Centre Unlimited text, picture & video messages ^{5/13}
PICK 1 CORE FEATURE	Unlimited nationwide talk & text to 5 numbers ⁶ Double your anytime minutes ⁴ Unlimited nights & weekends starting at 5PM Unlimited text, picture & video messages ^{5/13}			
ALL PLANS INCLUDE	Unlimited local nights 9PM-7AM weekends 9PM Fri - 7AM Mon Call Waiting & Conference Calling ² Unlimited Twitter, Facebook®, MySpace® (excluding BlackBerry®) ¹⁵			

A \$35 one-time activation fee applies to all plans.

Additional local minutes & Canadian long distance⁷ minutes are 40¢/MIN.
Additional sent & received text messages⁵ are 15¢/MSG.
Additional data is 5¢/MB.

BlackBerry® plans¹⁴

40 SOCIAL	Unlimited
\$40/MO.	<ul style="list-style-type: none"> Twitter Facebook®¹⁵ MySpace®¹⁵ Instant messaging
40 EMAIL	Unlimited
\$40/MO.	<ul style="list-style-type: none"> Personal email Instant messaging

Bundles¹⁴

Save money every month with a bundle.

Smartphones

\$20/MO.	<ul style="list-style-type: none"> Call Display Message Centre Unlimited text, picture & video messages^{5/13} Voicemail to Text Bonus: Mobile TV¹³ Sports free for 3 months
\$40/MO.	<ul style="list-style-type: none"> 500 MB of data Unlimited text, picture & video messages^{5/13} Call Display Message Centre Voicemail to Text Bonus: Mobile TV¹³ Sports free for 3 months
\$50/MO.	<ul style="list-style-type: none"> 1 GB of data Unlimited text, picture & video messages^{5/13} Call Display Message Centre Voicemail to Text GPS Navigator¹³ Bonus: Mobile TV¹³ Sports free for 3 months

BlackBerry®¹⁵

\$20/MO.	<ul style="list-style-type: none"> Call Display Message Centre Unlimited text, picture & video messages^{5/13} Voicemail to Text Visual Voicemail Bonus: Mobile TV¹³ Sports free for 3 months
\$30/MO. Email	<ul style="list-style-type: none"> Unlimited personal email Unlimited BlackBerry® Messenger¹⁵ Unlimited text, picture & video messages^{5/13} Voicemail to Text Visual Voicemail Bonus: Mobile TV¹³ Sports free for 3 months
\$30/MO. Social	<ul style="list-style-type: none"> Unlimited Facebook®, Twitter® & MySpace®¹⁵ Unlimited instant messaging Unlimited text, picture & video messages^{5/13} Call Display Message Centre Visual Voicemail
\$40/MO.	<ul style="list-style-type: none"> 500 MB of data Unlimited text, picture & video messages^{5/13} Call Display Message Centre Voicemail to Text Visual Voicemail Bonus: Mobile TV¹³ Sports free for 3 months
\$50/MO.	<ul style="list-style-type: none"> 1 GB of data Unlimited text, picture & video messages^{5/13} Call Display Message Centre Voicemail to Text Visual Voicemail GPS Navigator¹³ Bonus: Mobile TV¹³ Sports free for 3 months

For more information

Call us at 519 368-2000 or 1-866-517-2000

Go to www.brucetelecom.com

Or visit us at one of our three locations:

Kincardine - 735 Queen Street
Tiverton Administration Centre - 3145 Hwy 21 North
Port Elgin - 583 Green Street

Brochure current as of Feb 10, 2011. Subject to change without notice. See your in-store representative for up-to-date information. Available with compatible devices within network coverage areas from Bell Mobility (EVDO or HSPA/HSPA+) and its partners' network coverage areas where technology permits. Long distance and roaming charges (including foreign taxes) may apply outside your local area. Airtime charges (and long distance charges) apply (a) for calls you make from the time you press "Send" until you press "End" or otherwise disconnect your call; and (b) for calls you receive from the moment the calling party initiates the call, including ring time, until you press "End" or otherwise disconnect the call. Data charges apply if you do not subscribe to a data plan or unlimited Mobile Browser; fees may apply for features, content and roaming when outside your local area. 1) Supports personal email accounts and HTML & WAP browsing and tethering. Outlook synchronization, corporate email integration and other corporate type solutions not available. Additional data is 5¢/MB. 2) Simultaneous use of airtime. 3) Applies to local calls and text messages made to and from five numbers chosen by the customer. 4) Excludes bonus minutes. 5) Sent messages include domestic text messages and exclude international, roaming, alerts, premium text messages and messages sent with an instant messaging application. Roaming messages include international GSM, CDMA and U.S. CDMA messages. Received messages include domestic, international, roaming and service related messages from Bell and exclude premium, alerts, or dial-up messages. Out of bundle charges may apply. Daily usage charges apply to picture and video messages. Sent and received messages include anti-SPAM protection. 6) Applies to local and Canadian long distance calls and text messages made to and from five numbers chosen by the customer. 7) Applies to long distance calls made from and to Canada in Bell Mobility and its partners' coverage areas. 8) Applies to airtime for calls received in your local calling area. 9) Mobile Browser does not include use of your device as a modem to connect to the Internet from your computer, additional data is \$1.00/MB. 10) Subject to acceptable use restrictions in Terms of Service, including consuming excessive network capacity or causing our network to be adversely affected. 11) Includes unlimited Facebook®, MySpace®, BlackBerry® Messenger, Windows Live™ Messenger, Yahoo!® Messenger and Google™ Talk. 12) Supports personal email accounts and BlackBerry Messenger, Outlook Synchronization, HTML and WAP browsing, access to Windows Live Messenger, corporate email integration and other corporate type solutions not available. 13) Data usage charges apply to picture messages, video messages, NHL, Media Pack and GPS Navigation services. Mobile TV, NHL and Radio can use up to 3 MB for every 1 minute of usage. 14) Available with compatible HSPA devices. 15) Refers to use of data connectivity on the HSPA/HSPA+ network available from Bell; excludes factors specific to an application, device or Internet, such as processor, device memory, and Internet server connections. BlackBerry, RIM®, Research In Motion® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in U.S. and countries around the world. Mobile Browser is a trademark of Bell Mobility Inc. NHL and Centre Ice Mobile is a trademark of the National Hockey League. Facebook is a trademark of Facebook, Inc. My Space is a trademark of MySpace Inc. All trademarks and/or registered trademarks are the property of their respective mark owners and are used with their permission.