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## Mistral Equity Launches Worldlynx Wireless.

Publication: [Business Wire](#)  
Date: [Monday, September 21 2009](#)

NEW YORK -- Mistral Equity Partners, a private equity firm focused on the consumer and media sectors, announced today an investment in Worldlynx Wireless, L.P. ("Worldlynx Wireless"). Worldlynx Wireless was formed to acquire 10 [Bell Mobility](#) independent wireless dealers across Canada. Worldlynx

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Wireless will have a national geographic footprint in both retail and small/medium business ("SMB") market coverage, including 53 retail locations and a substantial SMB-focused sales force.

"This is a tremendous investment opportunity for Mistral as the Canadian wireless industry is poised for significant growth in the coming years, with Bell Mobility particularly well positioned to benefit," commented William Phoenix, Managing Director of Mistral Equity Partners. "Worldlynx Wireless, comprised of a team of seasoned professionals with significant wireless distribution experience, is ideally suited to guide this business and enhance its

profitability."

"With a national retail footprint, one of the largest Bell Wireless SMB sales forces in the country, and Mistral as our equity partner, Worldlynx Wireless is very well positioned for significant expansion," stated Jeff Henry, Chairman and CEO of Worldlynx Wireless L.P. "We've brought together a number of the most successful Bell branded dealers in the country and we see substantial value in replicating the [best practices](#) of each to create a dynamic, responsive organization capable of delivering a "best-in-class" customer experience."

### 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.

### 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 and Bell Aliant 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.

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