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NewsRelease

Allstream Selects Concrete as Agency of Record

Award-Winning Agency will Support Innovative Allstream Marketing Efforts

TORONTO, ON, October 1, 2009 – Committed to sharing its story of innovation and success in business communications markets across Canada, MTS Allstream Inc. (“MTS Allstream”) has selected Concrete Design Communications Inc. (“Concrete”) as its agency-of-record for marketing the company’s enterprise networking solutions offered under the Allstream brand.

As the new agency of record, Concrete is partnering with Genesis Vizeum Canada to provide the Allstream brand with strategic media-buying services and Quizative Inc. to provide digital and direct marketing expertise.

“Concrete has a track record of developing and delivering outstanding service and support to the business and marketing goals of a variety of high-profile clients,” said Dean Prevost, President Enterprise Solutions division, MTS Allstream. “The firm’s unique combination of creative skills and industry experience are a perfect match for the Allstream brand. As we pioneer new marketing approaches that emphasize online content and a richer, more interactive customer experience, the proven abilities of this team will be a tremendous asset to our business.”

“Allstream is committed to providing innovative brand-building solutions that emphasize their strengths as a leader in Canadian business communications markets,” said John Pylypczak, Founding Partner, Concrete. “The Allstream brand represents the idea that providing networking solutions is not just about innovation in technology - but also having the agility and flexibility to quickly respond to customers’ needs. This is a perfect fit with our approach, the goal of striving for zero distance - for total synchronization - between strategy, creative and execution.”

For more information on Allstream brand products and services, visit www.allstream.com. For more information on Concrete Design Communications’ award-winning solutions, visit www.concrete.ca.

About Allstream

MTS Allstream is a wholly-owned subsidiary of Manitoba Telecom Services Inc. As one of Canada’s leading national communication solutions companies, MTS Allstream provides innovative communications for the way Canadians want to live and work today. The Company has more than 100 years of experience, with 6,000 employees across Canada dedicated to a mission of delivering true value as seen through the eyes of our customers. In 2008, MTS Allstream had nearly two million total customer connections spanning business customers across Canada and residential consumers throughout the province of Manitoba. The Company’s extensive national broadband and fibre optic network spans almost 30,000 kilometres. MTS Allstream is a proud sponsor of Cindy Klassen, 2006 World Champion and Canada’s greatest Olympian, and a proud contributor to the Canadian Museum for Human Rights. Manitoba Telecom Services Inc.’s common shares are listed on The Toronto Stock Exchange (trading symbol: MBT). Customers, stakeholders and investors who want learn more about MTS Allstream services, markets, community commitments and record of creating shareholder value are encouraged to visit: www.mtsallstream.com.

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