



Good afternoon and welcome to the Platinum Communications AGM .

THE STRATEGY:

- Differentiate PCS from the “mom & pop” WISPs
There are over 50 competitors in our space with varying degrees of resources, capabilities, etc.
- Strengthen our overall brand backed by the best service, network, support systems and products
We are raising the “Quality” bar as the market raises its expectations.
- Continue to focus on growing our “blue chip” network.
Partnering significantly lowers our CAPEX costs.

Differentiation

But first a recap of 2009.....

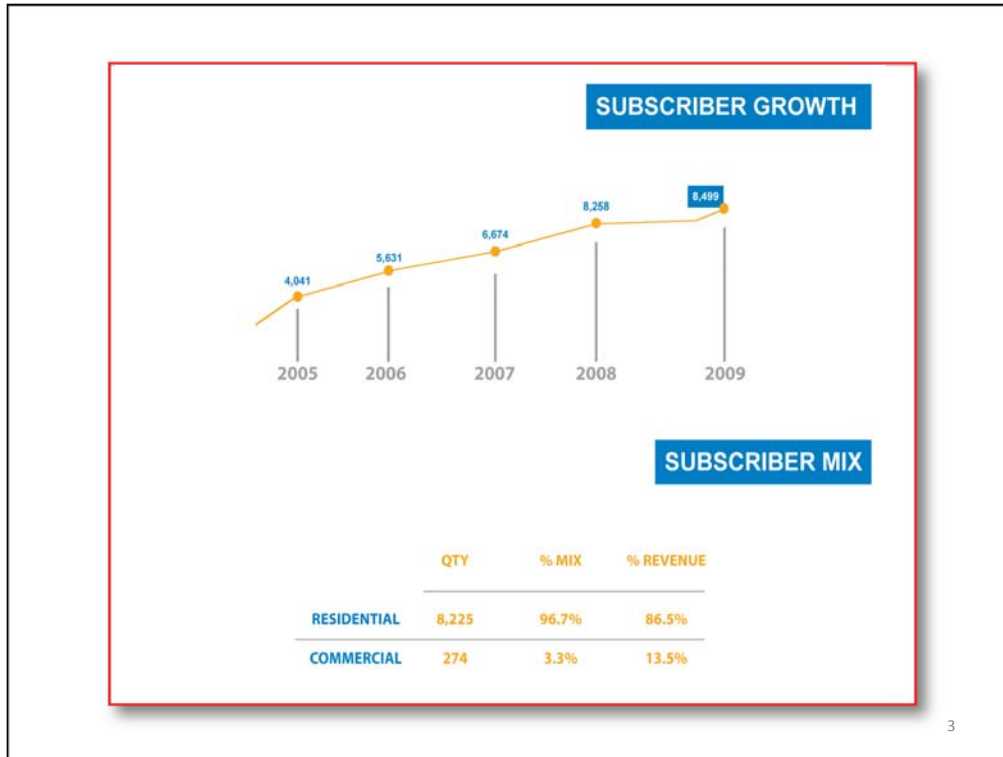
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In the past six months we have been working diligently on a strategy and plan to re-position and re-brand the company.

Platinum is at a phase in its evolution where we need to move past simply being a wisp and begin creating a telecom services provider unlike any of the competition. Our first task is differentiation.

Right now the market cannot tell the difference between a mom & pop with internet service priced at \$34.95 and pcs at \$59.95. INITIALLY customers BUY ON PRICE. EVENTUALLY THEY COME back TO US. Why? We are told it’s because of our SERVICE. This is and will continue to be our major competitive advantage. THE FIRST PLACE TO work on improving our overall service IS INTERNALLY. WE ARE FOCUSSING ON SYSTEMS IMPROVEMENTS throughout the company and more importantly focusing on EMPLOYEE customer service TRAINING. We believe that in time quality of assets and service will prevail in the marketplace.

The next critical area is our network. A blue-chip network lowers our operating and support costs. And we also need to align ourselves with infrastructure partners so that we can grow. We’ll speak to this further in. But first a little recap.....

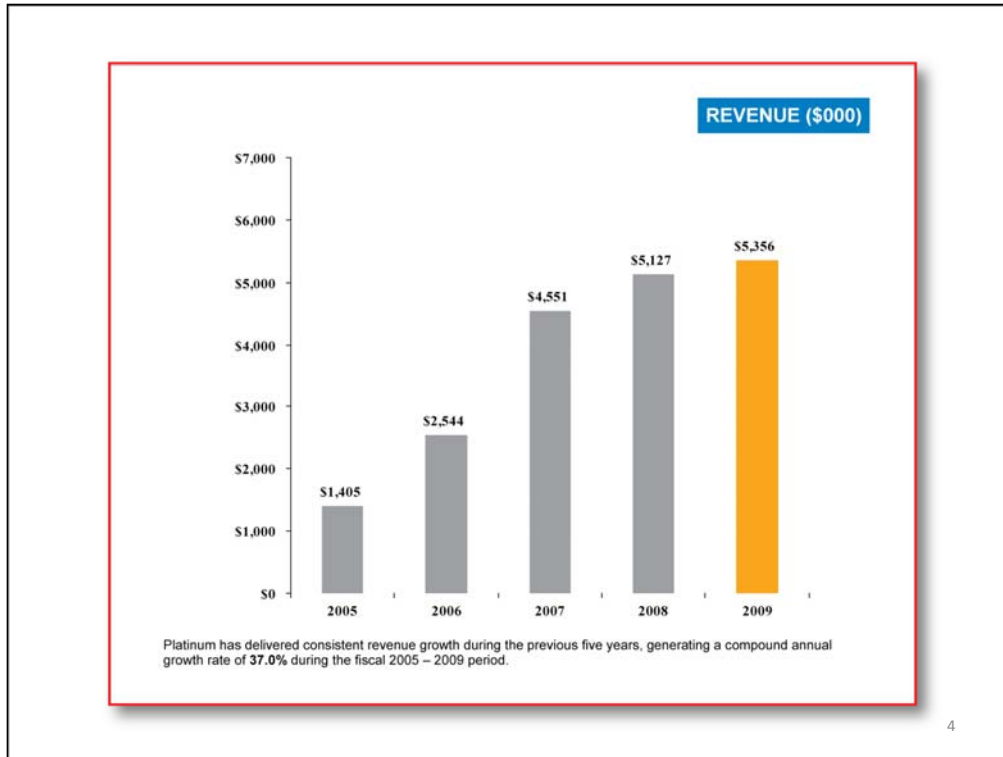


OUR SUBSCRIBER count continues to increase. To kick start and maintain this momentum that WE ARE LOOKING AT A MARKETING AND REBRANDING PROGRAM TO BEGIN BRINGING IN NEW SUBSCRIBERS.

The current mix is predominantly residential. RESIDENTIAL GM improvement is being addressed by increasing the monthly subscription rate to \$60. We have added additional services like VOIP and are considering e-backup. VOIP continues to show month over month growth. We are planning aggressive promotions in the next two months.

Commercial business is at 3.3% of the total. It's MORE RELIABLE, HAS HIGHER MARGINS (IN EXCESS OF 45%), HAS LOWER POTENTIAL FOR CHURN AND ALLOWS PCS TO SELL MORE AND MORE COMPLEX ICT SERVICES AT EVEN HIGHER MARGINS. That's where we will be introducing the managed services we are currently developing.

Our goal is to increase our commercial customer accounts to 5% of the mix or 15% of overall revenues.

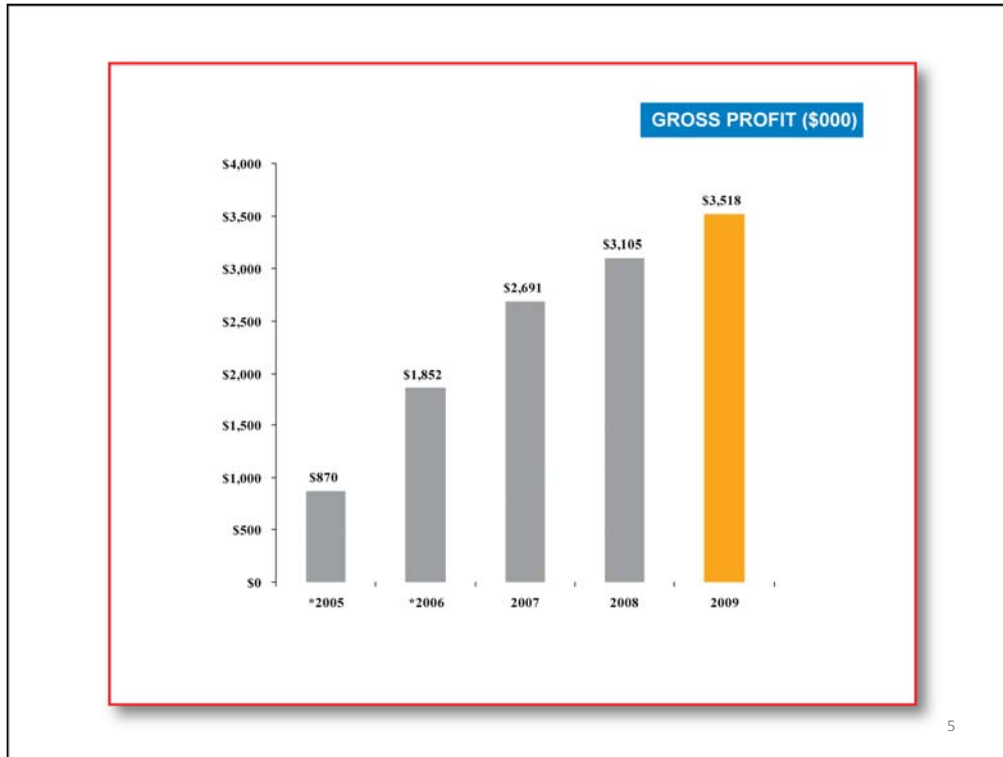


Overall total revenues increased 4% for the year compared to 2008.

Wireless revenues were up 15% due to:

- rate increases and
- customer growth from 8,258 to 8,490.

Our churn rate remains steady at approx. 10% per year.



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Gross margins increased 13% over 2008 due to:

- **the increase in revenues**
- **overall total direct costs decreased**
- **however, our signal costs increase slightly by 2%**
- **but our G&A remained flat.**



EBITDA of \$672,561 showed a significant growth of 85% over 2008

Significantly our net loss was \$1,542,077 which was lower by 58% from 2008's \$3.7m due to:

- The increase in revenue
- A decrease in amortization expenses
- a significant decrease in the interest expense due to a lowered rate as well as a significant repayment of the principal



Here's a three year chart of our stock. The changes are starting to be reflected in the stock.

With the new differentiation strategy the next order of business will be to educate the analyst community and begin to pitch the revised story. It's this revised story that we believe should contribute to a restored interest in PCS and should generate renewed interest in the stock.

So how is the new PCS going to look?



We have started to re-brand and re-position the company – in rural Alberta there is a unique culture that supports their neighbors and communities by actively starting up and supporting their own utilities, co-ops, buying associations and so forth. We need to tap into that thinking and so are starting to position Platinum as a utility and one that they support and could have ownership in.


A utility connotes stability, assured service delivery, properly engineered facilities, an adherence to regulations, a steady rate of return and of course longevity. This will be the pitch to the brokerage community.

We believe broadband is the next utility and that Platinum can become “your local broadband utility”.

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BROADBAND AS A UTILITY?

Broadband – a generic industry term for the amount of information that can be transmitted in an information channel.



A Utility – a company that performs a service having the quality of being of practical and essential use.

- BY 2013 – 90% of net traffic will be video with most applications requiring increased bandwidth.
- Rising expectations of service delivery and reliability like Electricity, Gas and Water utilities.
- Essential to providing most household conveniences – banking, investing, travel, buying...
- Vital to local & regional economic prosperity and competitiveness – businesses need the web.
- Fundamental in providing expanded educational opportunities – it's table stakes.



internet, digital phone and more...

Broadband as a utility ?

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Why Broadband as a utility?

The internet is now a necessity. The internet has forever changed how we live, work and play. It is difficult to imagine being without it. There's a hunger for more broadband because the applications are becoming more and more graphically rich.

Any significant economic, educational and social advances in any jurisdiction require fundamental services delivered in an assured, reliable and measured manner. You trust your utility.

To be without it creates a significant disadvantage. The lack of reliable and safe gas, water and electricity services would seriously hamper business, education and day to day living. That's a given.

So a utility has to have certain characteristics in order to support these initiatives. But first – who are we positioning platinum for?

Underserved Markets



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- Population of 1.2 Million in the Underserved markets in Alberta:
 - Some are Rural
 - Some are Remote
 - Some are Near Urban
- But they all require reliable hi-speed connectivity and more bandwidth.
- And they want the same level of service and attention to their needs as their urban cousins.
- Platinum plans to tap into this Alberta rural co-op culture that brought electrification and natural gas. We believe Broadband is next.



YOUR LOCAL BROADBAND UTILITY

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What Is - LOCAL?

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The underserved markets serviced by your local broadband utility consist of rural, remote and near urban population groups. Platinum is currently playing a significant enabling role in over 170 communities we currently service on our network. We are already rural, remote and near urban, we are in the underserved markets.

Anyone would tell you that our country cousins want the same thing as their city cousins. Their expectations are as high and as sophisticated. They want reliability, connectivity and they want and expect a high level of service.

This rural co-op culture or ethos provides a template that Platinum will begin to emulate. We plan to tap into that culture and we believe broadband is that next utility. And so begins the differentiation.

Residential

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TODAY

- Residential subs generate 87% of total revenue
- On average the ARPU is \$600/yr
- We deliver our connectivity service to over 8,250 households in 170 small communities in rural Alberta on a network covering 60,000 sq.km

TOMORROW

- Our network can handle >20,000 subs
- We have targeted our ARPU to grow to \$720/yr
- PCS can deliver more bandwidth to more homes in more communities than the competition.

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Who - Residential

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That's the overall market and its drivers so who do we work with today?

Platinum's Residential markets – Today

Platinum's Residential markets - tomorrow

● Commercial

TODAY

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- PCS delivers services on Unlicensed Spectrum.
- We offer simple connectivity services.
- Mainly smaller Companies with a single location.
- Commercial generate 13.5% of total revenue

TOMORROW

- Introduce licensed spectrum and fiber to meet the complex needs of larger Corporate clientele.
- Secure multi-branch Tier 1 Accounts.
- Offer advanced managed services.
- Target commercial accounts to provide the majority of our future revenue growth.

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Who - Commercial

Commercial – Today

Commercial - tomorrow.

The Future

Our Opportunity

- Begin to position Platinum As – Your Local BROADBAND UTILITY.
- Increase Residential ARPU from \$50 to \$60/mth.
- Grow The Residential Customer Base – possibly acquisitions?
- Look for Broadband Utility Infrastructure Partners – lowers CAPEX needs.
- Increase Commercial Market Share – go for the big anchor tenants.
- Start telling the Broadband Utility Story to the investment community.

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Raising the Bar

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To sum up:

- by pursuing broadband as a utility in the underserved markets,
- increasing our monthly residential ARPU,
- Looking at industry consolidation as part of our growth in residential,
- Looking for large infrastructure partners with towers and fiber assets,
- and promoting this new differentiated story to the brokerage community

will I believe put Platinum in a position to have its unique story told to what I believe will be a more receptive audience thereby producing an increased interest in our shares.

This of course will open the door to yet more opportunities for the future of “Your Local Broadband Utility”.

Thank you.

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Questions?