

The background of the slide features several large, semi-transparent grey circles in the upper half. A central image shows a blue-tinted scene with a globe in the center, surrounded by numerous white 3D arrows pointing in various directions. The bottom section is a solid grey bar.

Platinum Communications Corporation
Executive Summary

Enterprise Broadband Solutions

Platinum Communications Corporation

I. Executive Summary

Platinum Communication's corporate vision is to be the premier Wireless Internet Service Provider (WISP) in Western Canada. Headquartered in Calgary, Platinum has grown to over 8,500 internet subscribers since its inception in 2001, with sales rising 13% in fiscal 2008, and tripling since fiscal 2005. Platinum has been listed on the TSX Venture Exchange since April 2002.

Platinum was named the 24th fastest growing company in Alberta by Alberta Venture magazine in 2008. Platinum continues to increase stakeholder value by enhancing service offerings in the consumer market, and aggressively developing corporate business channels through direct marketing campaigns and joint venture partnerships.

II. Value Proposition

Platinum Communications builds enterprise class communication solutions using best of breed technology which deliver a proven return on investment to its client base. By leveraging Platinum's customized approach to telecommunications, technology can be better utilized, enabled and accelerated to ensure that an organization's Wide Area Network strategy impacts business objectives.

III. Competitive Advantage

By utilizing both fixed wireless and traditional non-line of site technologies, Platinum has built the premier business quality fixed wireless network in Alberta. Enterprise businesses can utilize high capacity internet and telephony services in both urban and rural areas that are beyond the reach of traditional internet service providers.

With significant technical depth and experience in both network and IP telephony applications, Platinum can effectively design and support custom and integrated communication solutions to align with specific business requirements.

- We have built a world class fixed wireless network using only best in class technology; including Cisco, Orthogon and Motorola Canopy. Our network expertise is enhanced through strong strategic alliances with best in class OEM's and VAR's.
- Along with building internet connectivity solutions, Platinum can also design and support private Local Area Networks extensions (LANs), Wide Area Networks (WANs), and fully enabled Quality of Service (QOS) across our fixed wireless network.
- Platinum provides 24/7 facilities based technical support, with customizable Service Level Agreements (SLAs) according to your specific business requirements. We employ technical staff in each of our major service locations to ensure accelerated service response times.

- With significant network reach, Platinum has the ability to deliver customized solutions in remote rural locations; where other fixed wireless and satellite ISP's cannot reach.
- Recognized for exceptional network availability and customer satisfaction, Platinum mitigates risk of business impacting downtime while providing outstanding levels of service through closely aligned sales, technical, billing, and operational structures.

IV. Engagement Strategy

Platinum focuses on delivering broadband solutions to the following key enterprise segments: **Energy, Professional Services, Agriculture, Transportation, Manufacturing and Government.**

Our approach to client engagement is to develop long standing partnerships based on alignment between your business objectives and our specific core competencies. Typical drivers for change are linked to extending network and application reach, improving virtual communication strategies, reducing and containing capital and operational expenditures, and enhancing business continuity measures.

V. Service Offerings

We can help your organization best leverage telecommunication based technology through our two key corporate service offerings:

Broadband Internet and Data Networking Services

Platinum offers dedicated and symmetrical internet access speeds of up to 1 Gbps across our network.

By utilizing the Alberta Supernet fibre backbone, Platinum has built a highly reliable and scalable network engineered to 99.999% of availability and monitored 24/7 by Cisco qualified technicians. Because our services are fully scalable, organizations can increase their bandwidth capacity based on the growing needs of their business.

Our clients have utilized our broadband services to:

- Cost effectively gain access to the internet or increase bandwidth capability in remote locations.
- Build secure Local and Wide Area Networks that reach rural locations with unparalleled QOS standards.
- Reduce capital and operational expenditures typically associated with expensive Telco fibre and copper service offerings.
- Enhance economies of scale and support by centralizing internet network infrastructure to one provider.

- Improve business continuity measures by deploying an independent, redundant internet connection in key business locations.
- Increase uptime and internal/external customer satisfaction by migrating to a network provider with better proven availability and customer satisfaction metrics.

Enterprise Class IP Telephony Services

Platinum Communications is a leading provider of *Pure IP* Unified Communications solutions and known for exceptional customer satisfaction. Using ShoreTel's distributed architecture; we deliver unmatched reliability, scalability and manageability, plus a user interface that sets the standard for ease-of-use.

Our Unified Communications system encompasses phones, switches, and software that are designed to allow easy deployment and rapid flexibility, and deliver world-class quality. ShoreTel's IP phones provide the ultimate in ergonomic and aesthetics design, as well as superior audio quality.

Our clients have utilized our solution to:

- Lower their total cost of ownership, compared to our competitors IP Telephony solutions
- Ensure rapid and flexible deployment to multiple sites
- Rest easy with proactive maintenance and monitoring
- Manage their Toll and WAN usage
- Improve communications through productivity tools and mobility features
- Seamlessly scale their IP Telephony infrastructure without port and disk limitations
- Increase reliability through distributed architecture

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