

CellOne is first to market again as it adds the new **Apple iPhone 4S** and new **BlackBerry Smartphone's** to its lineup

Hamilton, Bermuda – November 1st, 2011 – CellOne announced today the launch of the new iPhone 4S and new BlackBerry suite of products in time for the holiday shopping season.

“Being first to market with these revolutionary products in Bermuda continues CellOne’s long standing tradition of leading the wireless market on innovation”
said **Frank Amaral**, CellOne’s Chief Operating Officer.

“The iPhone 4S is a truly outstanding device and the new BlackBerry Smartphone’s are definitely the best products RIM has ever produced. When running on Bermuda’s only 4G network, they are a joy to use.”

The iPhone 4S has created a lot of buzz around the world with a new operating system highlighted by new voice recognition software called “Siri” which acts as an intelligent personal assistant. Just ask Siri ‘Do I need an umbrella?’ and it searches your location and looks up the weather in your area to tell you what you need. The iPhone 4S also has upgraded features from the iPhone 4 including an 8 megapixel camera, a dual core processor for the fastest response time, 1080P HD video and numerous other features.

The new BlackBerry Bold 9900 is the thinnest BlackBerry® smartphone yet at only 10.5mm, and the first to offer the perfect union of a high performance keyboard and touch display integrated within the iconic BlackBerry Bold design. It runs on the new BlackBerry® 7 operating system which introduces a next generation BlackBerry browser with a significantly faster, more fluid web browsing experience that is among the best in the industry.

Over the coming weeks CellOne will be adding more BlackBerry’s to their lineup including the BlackBerry Torch 9810, BlackBerry Curve 9360, and the BlackBerry Torch (touch) 9860.

The iPhone 4S is launching at \$999 on a two year contract and the BlackBerry Bold 9900 will be priced at \$599 on a two year contract. Both are available and in stores Wednesday, Nov. 2nd, 2011.

Visit www.cellone.bm for more information on all CellOne’s new 4G smartphones and tablets.

About CellOne (Bermuda Digital Communications Ltd.)

Founded in 1999 and legally incorporated as Bermuda Digital Communications Ltd., CellOne was the first carrier in Bermuda to deliver 3G cellular services and also the first carrier in Bermuda to deliver 4G cellular services island wide. Supported by a team of over 40 employees, the Company offers wireless voice and broadband data services with international roaming in over 200 countries. With the highest independent ratings for customer satisfaction (residential and business) of any wireless carrier in Bermuda, CellOne’s customer focused approach to doing business is proven to be a key differentiator versus its competitors. For more information, please visit www.cellone.bm.

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RETAIL LOCATIONS



The question isn't what's in a name — it's what's in a phone. And the answer is: "A lot of amazing technology. And some of it feels like magic." **New York Times**



RIM's BlackBerry 9900 is the device that the BlackBerry diehards have been hoping, wishing, and waiting for since the original Bold launched way back in 2008. **Engadget**

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