

myCELLmyTERMS Gives Canadians a Voice in the Wireless Industry

The one-stop website for cell phone users will give consumers across Canada a voice and the power to design and get the cell phone deal they want on their terms. Join thousands of Canadians and make your voice heard.

Toronto, ON Anyone who has shopped around for a cell phone package shares the same frustrations: hundreds of plans; high costs; and limited competition. With only three major carriers, and prices and terms up to 50% higher than in the U.S., for example, Canadian wireless consumers really have no voice in the cell phone market. Now imagine a place where you as consumer can create a wish list of all that you want in a cell phone package including the price you are willing to pay, and a network of cell phone dealers compete for your business. That place now exists at www.mycellmyterms.com

“We created myCELLmyTERMS (MCMT) because we believe that the Canadian wireless industry is riddled with confusion and frustration,” says Kye Husbands, cofounder and head of Innovative Solutions at MCMT. “myCELLmyTERMS.com is about empowerment and making Canadian wireless consumers active participants in the marketplace.”

To achieve this goal the company is putting out a call to action to wireless consumers to join the movement. Ali Seraji, a Toronto-based entrepreneur heard the call and is already reaping the benefits. “The concept is great—and it works,” says Seraji. “I have travelled a lot overseas, so I know firsthand that the wireless rates we pay here in Canada are much higher than in other parts of the world. I also know from shopping around on my own that there are hundreds of prepackaged plans but they are mostly the same and they give you little control as a consumer. You never really get what you want.”

At myCELLmyTERMS Seraji created the plan he wanted and the dealers came to him. “I was clear on exactly what I needed and in the end, I got more than what I asked for. Out of curiosity, after taking the deal, I checked out what others had to offer so I know I’m paying a lot less than what I would have had to pay for less than what I got.”

And that is exactly what myCELLmyTERMS wants for all cell phone users. “In the beginning we kept getting the question, ‘Where can I get the best cell phone deal?’” says cofounder and President Yale Holder. “That is always followed by ‘What is the best deal?’ We believe the best deal is whatever you choose. Given the state of the industry customers really didn’t have a choice. We want to give them that choice.”

Here’s how it works: myCELLmyTERMS serves as cell phone match maker--a one stop shop for all your cell phone needs. You create a wish list for wireless services. myCELLmyTERMS shops your proposal anonymously to its exclusive wireless dealer network which then competes for your business. You choose whatever works best for you. There is no cost to join the site for the consumer.

“This has been two years in the making with significant investment in software development,” says Paul Peic, cofounder and head of Intelligent Marketing at MCMT. “We came up with a solution to drive value in the wireless industry. And that solution will empower customers to get what they want on their terms.”

About MCMT: [myCELLmyTERMS](#) matches cell phone users with their ideal cell phone plans. You tell us your wish list for cell phone services, and we shop it around to our exclusive dealer network, rank their bids based on what you asked for and you choose what's best for you. Essentially a one-stop shop for your cell phone needs.

Join the movement. Spread the word.

For further information: Paul Peic, ppeic@mycellmyterms.com, (416) 841-7873