



For immediate release

## **MyCELLmyTERMS.com slashes cell-phone bills for Canadian businesses**

TORONTO, July 7 – Since launching its Small Medium Business division April 30, MyCELLmyTERMS.com has saved business clients more than \$1.5 million in cell-phone costs. “If you don’t use our FREE service you deserve to be overcharged,” says myCELLmyTERMS co-founder and chief information officer Kye Husbands.

myCELLmyTERMS.com is an online cell-phone matchmaking service. The Toronto-based company aims to help Canadian organizations shave more than \$20 million off their cell-phone bills in 2010 by sourcing for business clients the best cell-phone deals in the country.

“With our new SMB portal the goal is to reinvent the cell-phone experience for businesses,” says Husbands. “We recently saved a business customer more than \$15,000 on a three-year contract for just five cell phones.”

Darren Myher, VP operations and chief technology officer at Toronto-area Blue Link Associates Ltd., is one such customer. Like many business leaders he was tired of dealing with wireless retail outlets staffed by people who understood the cell-phone needs of consumers, but not necessarily those of companies. “After contacting a few stores, I was frustrated so a co-worker suggested I give myCELLmyTERMS a try,” says Myher. “I’m glad I did. MyCELLmyTERMS greatly simplified the whole process and helped me figure out what options I needed to include in my corporate plan.” In turn, Blue Link is saving \$75,000 (as compared to its existing contract) on a three-year term.

MyCELLmyTERMS.com aims to simplify the wireless process for businesses by finding the right plans, at the right time for the right price. Clients visit the site to create an ultimate cell-phone plan outlining ideal features, terms and how much they are willing to pay. MyCELLmyTERMS.com shops the proposal to its exclusive dealer network, which represents all the major brands in Canada. Dealers review the terms and respond with offers that meet, and often exceed, the original proposal. MyCELLmyTERMS.com emails clients notifications every time they receive an offer and ranks all the offers to help zero in on the best deal.

Business clients can design their own proposal or sign on with the myCELLmyTERMS Managed Services team. “It’s simple. We do the work for you,” says Husbands, adding his team will examine a client’s cell-phone bill, determine needs, make recommendations, design a proposal and shop it to their exclusive network.

Clients enjoy having a partner that understands the industry and is working on their behalf. “It’s so nice to have the wireless carriers competing to win your business instead of feeling forced to accept whatever they have on offer,” says client Ernie Peters of Peters Mechanical Services in Calgary.

### **About myCELLmyTERMS.com**

*myCELLmyTERMS.com, launched late last year, is an independent company committed to changing the wireless industry. Please visit [www.mycellmyterms.com/business](http://www.mycellmyterms.com/business)*

**For more information or to arrange interviews with businesses that are slashing cell-phone costs, please contact Kye Husbands at 416.628.4655 or [khusbands@mycellmyterms.com](mailto:khusbands@mycellmyterms.com).**