



## NEWS RELEASE

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*Personal Communications Systems*

**VSE SYMBOL: PCS**

### PCS WIRELESS, INC. CUSTOMER FORGES ALLIANCE

Vancouver, B.C. - October 31, 1994. PCS Wireless, Inc. wishes to announce that a customer, Cox Enterprises Inc., a leading U.S. cable-TV company, launched an alliance last week with Sprint Corp., Tele-Communications Inc., Continental Cablevision and Comcast Corp. to package local and long distance wireless and wireline communications with their cable television services as a single brand.

This is materially important to PCS Wireless, Inc. as it's Platform RAD Distributed Antenna Array (DAA) technology has been demonstrated by Cox a number of times over the last 3 years and was an important factor in obtaining it's FCC "Pioneer Preference" license award for new digital cellular services in the Los Angeles, San Diego and Las Vegas major trading areas. Cox has publicly stated that Platform RAD DAA technology is part of it's vision for the deployment of PCS services over cable-TV networks. The FCC will auction the remaining licenses in the other major trading areas beginning on December 5th.. Pioneer preferences are meant to reward technological pioneers.

"This alliance . . . will revolutionize what is delivered over your telephone, your cable television and your computer" said Sprint chairman and chief executive William Esrey. Sprint will own 40%, Tele-Communications Inc., the largest U.S. cable-TV firm will own 30%, and Cox Enterprises Inc. and Comcast Corp. will each own 15%.

The Financial Post, New York, Oct 26 stated, "By seeking further cable operating companies, it [the alliance] will forge a powerful force in telecommunications. No financial details were given at the press release, but the strategy is clear. The alliance is an assault on the well-protected home [local loop telephony] markets of each of the seven U.S. regional bell operating companies."

Ralph Scobie says, "We are extremely pleased to see the cable companies moving into PCS, a market we have been developing products for and submitting patents for since 1990: therefore it is clear that we have a significant lead over many more substantial industry players. I therefore see good prospects of teaming with a major industry player in the foreseeable future."

With products and installations in 12 countries and patents pending in 25, PCS Wireless Inc. is recognized worldwide as a leader in deploying DAA telecommunications systems.

On Behalf of the Board

Ralph G. Scobie  
*President & CEO*

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