



FOR IMMEDIATE RELEASE

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## **Rural Albertans to Access Gigabit Service as Axia Rolls Out Free Upgrade Across Fibre Optic Networked Towns**

Alberta ingenuity at work as Axia aims to tee-up Alberta as the most advanced digital economy in the world.

**Calgary, AB** – Axia is increasing the speed of Internet service by a factor of ten – giving rural Albertans Gigabit (Gbps) Internet service in communities such as Stirling, Vulcan, Hanna, Nobleford, Fort Macleod, and many more. This fall, Axia customers with 50 and 100 Mbps service are being cranked up to a level of service that most Canadians in metropolitan centres don't have – for no extra charge.

Following last year's [announcement to invest \\$100 million](#) in building fibre to the premise in towns throughout Alberta, this solidifies Axia's commitment to support innovation and global connectivity through world-class fibre optic infrastructure – especially for communities historically lacking reliable, fast, accessible Internet. This also marks the first time in any jurisdiction that residential Gbps services are available in rural markets with 100% private capital investment. This is the new "rural Alberta advantage."

"No conditions apply" and it's not "for a limited time." Residents will have access to unshared, unrestricted, speed-of-light Internet that will radically improve their quality of life, their access to cloud services and entertainment, and provide fuel for economic development as communities promote and connect to markets around the world.

"This upgrade is a quantum leap forward in Axia's pursuit to establish Alberta as the most advanced rural digital economy in the world," says Robert Price, Vice President Axia Services. "When Axia built the Alberta SuperNet we were driven by a passion to offer competition and choice to rural Alberta with our fibre as infrastructure model. We are excited that our Gbps services will continue the transformational performance experience for our customers and are proud to be the envy of any rural jurisdiction in Canada and abroad."

Existing 50 and 100 Mbps customers in Axia FibreTowns will receive news of their latest routers and upgrades as the roll-out moves through each community this fall. Current 25 Mbps customers will be invited to take the leap to 500 Mbps or 1 Gbps.

### **About Axia**

At Axia, we don't believe the Internet is something that should ever be limited. It was created to be open to all. And, now that it's more a part of the fabric of life than ever before, we believe everyone, everywhere, should have the right to choose the fastest, most reliable possible access, with no limits. Only then can it radically improve their quality of life. We are doing what others can't, or won't, in order to give people these fundamental freedoms. We are Axia. Improving lives at the speed of light.

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