October 5, 1999

Mr. Charles Hoffman
President and CEO
Rogers Cantel Inc.
One Mount Pleasant Road
Toronto, Ontario, M4Y2Y5

Dear Mr. Hoffman:

This letter is to confirm that the Media Awareness Network/Réseau-Education-Médias (MNet) has reviewed the references to its work in the Rogers Cantel Learning Plan included in its application to Industry Canada for MCS spectrum. We were very pleased to note that the Learning Plan has made a commitment to support the work of the Media Awareness Network to help young Canadians learn to use the powerful Internet technology safely and wisely.

The Media Awareness Network is a Canadian non-profit organization, with a mission to support media education and Internet literacy in Canadian schools, homes and communities. Through our education initiatives, including our unique approaches to web literacy, MNet is committed to helping young Canadians maximize the positive aspects of all media through informed, critical thinking. Our work is based on the premise that to be functionally literate in the world today, young people need to be able to "read" all the messages that are informing, entertaining and selling to them every day.

MNet’s trusted Internet site offers the world's largest online program on media education. It is endorsed by all the ministries of education in Canada, the Canadian Teachers’ Federation and their provincial affiliates, the Canadian Association of Deans of Education, the Canadian Association of Principals, the Canadian Home and School Federation and many others.
MNet has won several prestigious awards in the past two years, including the AMTEC Award of Excellence and Magic Lantern's first-ever Award for Outstanding Achievement in Media Literacy. In March 1999, MNet was awarded the Canadian Race Relations Foundation Award of Excellence for its innovative online media education program.

The Media Awareness Network has developed a unique Internet education program, which is being piloted in Ontario this fall and which will be introduced across Canada over the next several years. The program addresses issues such as online marketing to children, the protection of personal privacy, authentication and verification of online information and countering online hate. It has been developed in close partnership with the education and library sectors, and will provide extensive professional development supports for teacher and student education on how to use the Internet safely and wisely.

We are pleased that Rogers Cantel shares our commitment to Web education.

Sincerely,

[Signature]

Jim D'Arcy
Co-Director
Media Awareness Network

Copy: Alexander Brock
BCC Arthur Gottlieb