

# The Depository Trust Company

# **IMPORTANT**

**B#:** 1529

**DATE:** March 29, 2001

**TO:** All Participants

**CATEGORY:** Dividends

**FROM:** Nilesh Desai, Supervisor, Dividend Department

**ATTENTION:** Dividend Managers, Cashiers & Reorganization Managers

**SUBJECT:** Rights: Rogers Wireless Communications Inc.  
Common CUSIP#: 775315104 Rights CUSIP#: 775315112  
R/D: 3/16/01 Expires: 4/18/01 (4:00 p.m. Toronto time)  
Rate: One right for each share of Common Stock held

\*\*\*\*\*WARNING TIME CRITICAL\*\*\*\*\*

Rogers Wireless Communications Inc. ("RWCI") is issuing to the registered holders of its outstanding Class B Restricted Voting Shares (the "Class B Shares") of record as at the close of business (Toronto time) on March 16, 2001 (the "Record Date") transferable rights (the "Rights") to subscribe for Class B Shares, evidenced by fully transferable certificates (the "Rights Certificates"). Each shareholder is entitled to one Right for each Class B Share held on the Record Date.

### **DTC To Employ Interim Accounting**

The Depository Trust Company ("DTC") is carrying interim on this issue in accordance with the NYSE Ruling stating that beginning on **03/26/01** purchasers of RWCI will not receive the Rights. DTC will pick up delivery orders (receives and deliveries) up to and including **03/28/01 (the settlement date)**. DTC anticipates crediting rights to participants' accounts on **03/29/01**.

This offer is being made to shareholders of record as of the Record Date with an address of record in **Canada** and the **United States** ("Eligible Shareholders" and the jurisdictions of such Eligible Shareholders being referred to as the "Eligible Jurisdictions").

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Rights Certificates were not mailed to, and subscriptions will not be accepted from holders of Class B Shares as of the Record Date who are **not** Eligible Shareholders (“Ineligible Shareholders” and their jurisdictions being referred to as the “Ineligible Jurisdictions”).

**DTC participants cannot exercise this offering through DTC’s Reorganization Department “ASOP” System (Automated Subscription Offer Program-PSOP). Participants who wish to exercise their Rights must do so directly with Computershare Trust Company of Canada (the “Subscription Agent”).**

**DTC will be providing the Subscription Agent with a listing of DTC participants and their entitlements (Record Date position, plus and minus delivery orders up to and including the settlement date of 3/28/01). Computershare Trust Company will issue the Rights in accordance with DTC’s listing (participant/participant nominee name) and mail the Rights to DTC for direct distribution to the participants.**

**DTC will distribute another Important Notice advising participants when the Rights will be available for pick-up prior to the expiration date of the offering.**

THE DIVIDEND POSITION AND ALLOCATION HISTORY (DPAL) OPTION, ACCESSED VIA THE PTS DIVIDEND ANNOUNCEMENTS INQUIRY (DIVA) FUNCTION, SHOULD BE USED TO CONFIRM YOUR RECORD DATE POSITION HISTORY AND PAYMENT INFORMATION.

If participants have any questions concerning this Important Notice, please contact Mr. Raymond Lew or Mr. Neil Drepaal of DTC’s Dividend Department at (212) 855-4523/4519.

If participants have any questions concerning the offering they may contact the Subscription Agent, Computershare Trust Company of Canada, at (416) 981-9633 or 1-800-663-9097.