

PRESS RELEASE

---

## *BAI Canada enhances TCONNECT Wi-Fi service with “ONE WORLD with Deepak Chopra” content*

---

*Network provides free access for TTC riders on-the-go*

**(Toronto, ON) June 10, 2014:** BAI Canada announced today that content from world-renowned doctor Deepak Chopra and his show “ONE WORLD” is now available to users of its TCONNECT Wi-Fi network. TTC riders will have free access to this lifestyle entertainment content while on-the-go in TCONNECT-equipped stations within the TTC subway system.

TCONNECT is an advertiser sponsored Wi-Fi network that is free to TTC riders, and is currently available at the two busiest interchange stations – Bloor-Yonge and St. George. These two stations account for 25 per cent of the daily station entrances – some 320,000 per day. TCONNECT is operated by BAI Canada, the company that holds an exclusive 20+ year license with the TTC to design, build and operate cellular and Wi-Fi networks in the TTC subway system.

“TCONNECT improves the daily commute by allowing riders to get more value for the time they spend on the underground subway system, and we are always looking to enhance that value,” said Ken Ranger, CEO, BAI Canada. “By offering this engaging and interesting content to riders, we are enhancing the TTC rider experience.”

“ONE WORLD with Deepak Chopra,” an original NEWSWIRE.FM production, explores in-depth conversations with leading visionaries with the aim to inspire, educate and enlighten viewers. Deepak conducts intimate interviews with modern-day entrepreneurs such as Martha Stewart, Arianna Huffington, Diane von Furstenberg, Mike D and Willem Dafoe and discusses health and wellness, business and trade, love and relationships, imagination and creativity, and consciousness and science.

“We are thrilled to partner with BAI Canada to offer our ‘ONE WORLD’ programming to TCONNECT users,” said Martine N. Dubin, CEO, NEWSWIRE.FM. “TCONNECT provides a unique and targeted way to expand the reach of our content to Torontonians, and we look forward to sharing it with them.” said Martine N. Dubin, CEO of NEWSWIRE.FM.

The “ONE WORLD” program is available on BAI Canada’s TCONNECT network starting June 10, 2014.

### **About TCONNECT**

TCONNECT is BAI Canada’s advertising-sponsored Wi-Fi network, free to TTC riders. The service is initially available at the two busiest interchange stations – Bloor-Yonge and St. George stations – and will be expanded to all TTC subway stations by 2017. The TCONNECT Wi-Fi service brand name connotes a quality Wi-Fi experience wherever a TTC rider sees the brand or SSID.

### **About BAI Canada**

BAI Canada is part of a group of global experts that fund, design, build and operate open access, multi-functional communication networks. BAI Canada is a subsidiary of Canadian-owned BAI Group, a leader in wireless communications for underground transit systems, broadcast communications, private radio networks and online communications. BAI Group is building and operating the wireless network in the New York subway. It has also been involved in deploying and maintaining communication networks for some of the most complex subway systems around the world, including Hong Kong's MTR Corporation.

BAI Canada is building a robust, high quality network in Toronto for the TTC and its riders. BAI Canada will own and operate the subway wireless communications network and function as a single point of contact for all Toronto licensed Wireless Service Providers to extend their cellular services to the TTC's more than 1.7 million daily riders. The installation of the network comes at no extra cost to the TTC and Toronto taxpayers. In fact, it will generate substantial revenue for the TTC.

### **About Deepak Chopra**

Dubbed as one of "The top 100 heroes and icons of the century " and credited as "the poet-prophet of alternative medicine", by Time Magazine. Deepak Chopra is the author of more than 75 books with twenty-one New York Times Bestsellers, published in more than 35 languages. He regularly collaborates with Oprah Winfrey, he is also a Distinguished Executive Scholar at Columbia Business School, an Adjunct Professor Of Executive Programs At The Kellogg School Of Management, A Fellow Of The American College Of Physicians, A Member Of The American Association Of Clinical Endocrinologists, and A Senior Scientist at The Gallup Organization.

### **About NEWSWIRE.FM**

NEWSWIRE.FM and Martine Dubin Company are the inspiration and vision behind multiple original entertainment productions. Hosted and produced by thought leaders including Deepak Chopra, the productions contain no voices or third party opinions, rather connect viewers directly with the first hand stories from some of the most exciting trend setters and pioneers across the professional spectrum. Current shows include "Philanthrocapitalism," "The Person Who Changed My Life" and Deepak Chopra's "One World," "Seven Spiritual Laws of Success 2.0" & "The Ultimate Happiness Prescription 2.0". Around the original content, NEWSWIRE.FM and also created a digital broadcast platform reaching viewers across 180+ countries, with its corporate partners AnchorFree, Cleveland Clinic, Prudential and Bobble.