



TELUS in Sports - Backgrounder

Sport is a vital element of TELUS' community investment initiatives. At TELUS, we are dedicated to achieving excellence in corporate citizenship. With a focus on youth and innovative technology, we look for opportunities to give where we live and positively influence our communities. To ensure our support has the greatest possible impact, our community investment efforts are focused in the areas of sport, arts and culture, education, and health and well-being.

TELUS' investment in sport

For many Canadians, watching and playing sports is an important part of growing up. Our love of sports says a lot about who we are and is a big part of how we socialize in virtually every community across the country.

TELUS makes significant, long-term commitments to the development and success of Canadian athletes. TELUS' ongoing support of sport runs the gamut from Canadian youth playing in grassroots community leagues to the elite athletes driving for the podium in honour of our country. TELUS is there to help young Canadians achieve their goals.

In addition to its overall support of sport in Canada, TELUS is making specific investment commitments in five sports close to the hearts of Canadians: alpine skiing and snowboarding, hockey, golf and soccer.

Highlights of how TELUS is ensuring the future is friendly for sport in Canada include:

Alpine Skiing – Alpine Canada Alpin (ACA)

TELUS has been a partner with Alpine Canada Alpin since 2004. Announced in October 2007, TELUS' commitment to Alpine Canada Alpin (ACA) was elevated to a Platinum level sponsorship. This premium sponsorship provides ACA with financial and telecommunications support throughout the year, and names TELUS as the official provider of all telecommunications services to ACA activities across the country.

TELUS is the title sponsor of six World Cup events in Canada during the 2007/08 season including:

- TELUS World Cup Panorama, November 24 and 25, 2007.
- TELUS Presents the Whistler World Cup, February 21-24, 2008.

TELUS has also committed to sponsor the headgear of two world class Canadian athletes: World Cup champion John Kucera of Calgary, Alberta, and 2006 World Junior champion Stefan Guay of Mont-Tremblant, Quebec. TELUS is investing in the future of the national ski team, the Canadian Para-Alpine ski team, and supporting Canadian Junior and Juvenile Alpine events.

Snowboarding – Canadian Snowboarding Federation (CSF)

TELUS is a Gold Sponsor of the Canadian Snowboarding Federation (CSF) until 2012. Competitive snowboarding is a rapidly growing popular sport and its rise throughout Canada

and around the world shows no signs of abating. TELUS is making this long-term commitment to the CSF to ensure the ongoing development and future success of young boarders across the country.

As the official telecommunications provider for the CSF, TELUS is the presenting sponsor of the Canadian Open Snowboard Tour and the Canadian Nationals.

TELUS is the title sponsor of snowboarding's Halfpipe discipline for both Canadian World Cups happening at Canada Olympic Park in Calgary on March 1-2, 2008 and at Quebec's Stoneham Resort on March 14-15, 2008.

TELUS also sponsors the snowboard parks at the Kelowna, B.C.-based Schumann Resorts.

Hockey – Hockey Canada

TELUS is committed to the support and development of Canada's future hockey stars through its premier partnership with Hockey Canada. As premier partner, TELUS is the official telecommunications provider of Hockey Canada until 2011.

Hockey Canada is the nation's amateur hockey association devoted to overseeing the management of hockey programming in Canada from entry level to participation in international competition, including World Championships and the Olympic Games.

TELUS' partnership with Hockey Canada includes title sponsorship of the TELUS Cup, Canada's National Midget Championships and supports Hockey Canada events across the country.

Golf – TELUS World Skins

As title sponsor of the TELUS World Skins game for the last 16 years, TELUS has witnessed, first-hand, the meteoric rise of the sport's popularity in Canada. Golf is one of the fastest growing sports in the country. In fact, Canada boasts the highest per capita golf participation in the world with the number of participants increasing by almost 10 per cent every year.

The TELUS World Skins game has become one of Canada's largest annual golf events and attracts some of the most popular names in professional golf such as Canada's own Stephen Ames and U.S. star John Daly.

Proceeds from the annual TELUS World Skins game are donated to various charitable and worthwhile causes. The next TELUS World Skins game takes place June 16-17, 2008 at British Columbia's Predator Ridge Golf Resort.

Soccer – Canadian Soccer Association (CSA)

TELUS has been investing in the Canadian evolution and rising popularity of soccer since 2004. TELUS has committed to be a Gold sponsor of all 13 men's and women's National teams of the Canadian Soccer Association (CSA) until 2010. TELUS continues to work to strengthen this partnership with the CSA and inspire young players in this sport. TELUS also supports the CSA by sponsoring all international matches played in Canada.