



Stock Symbol: MBT

NewsRelease

Prosodie Interactive selects Allstream for VoIP services

Three year contract renewal will see Allstream continue to provide industry leading services

TORONTO, ON, October 15, 2010 – Allstream is pleased to announce it has renewed its contract for an additional three years with industry leading technology services provider Prosodie Interactive. The contract will have Allstream provide Prosodie Interactive with a variety of services including an IP voice (VoIP) product that will uniquely leverage Allstream's innovative network and will run off of Allstream's IP Trunking service.

"Allstream has a great track record as an innovator and was the first-to-market in emerging areas of converged IP networking, delivering Canada's first IP Trunking installations," said Dean Prevost, President, Allstream. "With telecommunications forming the basis of the communication infrastructure at most companies and organizations, it is important to ensure the highest standards of quality, reliability and performance, all of which Allstream offers."

"We are very pleased to be continuing our relationship with Allstream to provide our IP voice business needs," said Jennifer Rooney, Vice President, Development, Prosodie Interactive. "Allstream has consistently demonstrated the ability to deliver and has shown commitment and accountability. We look forward to further expanding our contract to include the VoIP platform, which will position both Prosodie Interactive and Allstream for a stronger competitive advantage."

For more information on Allstream services and solutions, please visit www.allstream.com.

About Allstream

Allstream is a business unit of MTS Allstream Inc. ("MTS Allstream"), a wholly-owned subsidiary of Manitoba Telecom Services Inc. As one of Canada's leading national communication solutions companies, MTS Allstream provides innovative communications for the way Canadians want to live and work today. The Company has more than 100 years of experience, with 6,000 employees across Canada dedicated to a mission of delivering true value as seen through the eyes of our customers. MTS Allstream has nearly two million total customer connections spanning business customers across Canada and residential consumers throughout the province of Manitoba. The Company's extensive national broadband and fibre optic network spans almost 30,000 kilometres. MTS Allstream is a proud sponsor of Cindy Klassen, 2006 World Champion and Canada's greatest Olympian, and a proud contributor to the Canadian Museum for Human Rights. Manitoba Telecom Services Inc.'s common shares are listed on Toronto Stock Exchange (trading symbol: MBT).

Customers, stakeholders and investors who want to learn more about MTS Allstream are encouraged to visit: www.mtsallstream.com.

About Prosodie Interactive

Prosodie Interactive is an Industry Leading Technology Service Provider with more than 20 years of hands-on experience working with top multi-national organizations in North America. Prosodie Interactive partners with clients throughout a myriad of industries such as Retail, Transportation, Pharmaceutical, Financial, Direct Response Media/Advertising, and Telecommunications to name a few. Prosodie Interactive is experienced in helping organizations improve the customer experience of their Contact Centers by automating applications to increase call containment and efficient call routing. Prosodie Interactive is where life and technology intersect; for additional information visit us at: www.prosodieinteractive.com

Forward-looking Statements Disclaimer

This news release includes forward-looking statements and information (collectively, the “statements”) about our corporate direction, business opportunities, operations, financial objectives, planned activities, future financial results and performance that are subject to risks, uncertainties and assumptions. As a consequence, actual results in the future may differ materially from any conclusion, forecast, anticipation or projection in such forward-looking statements. Examples of statements that constitute forward-looking information may be identified by words such as “believe”, “expect”, “project”, “should”, “anticipate”, “could”, “target”, “forecast”, “intend”, “plan”, “outlook”, “see”, “set”, “pending”, and other similar terms.

Factors that could cause anticipated opportunities and actual results to differ materially include, but are not limited to, matters identified in the “Risks and Uncertainties” section and elsewhere in our most recent annual MD&A and any subsequent quarterly MD&As, as well as our most recent Annual Information Form, all of which are available on SEDAR at www.sedar.com.

Please note that forward-looking statements reflect our expectations as at the date hereof. We disclaim any intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise except as required by law.

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