



UBS APPOINTS NEW CHIEF FINANCIAL OFFICER

Toronto, Ontario, July 13, 2004 –Unique Broadband Systems, Inc. (TSX Venture: UBS) today announced that it has appointed Malcolm Buxton-Forman as Chief Financial Officer effective immediately. Mr. Buxton-Forman has been acting in an interim basis in the position since January 2004.

“We are delighted to welcome Malcolm permanently to the Company,” said Mr. Gerald McGoey, Chairman and CEO of UBS. “He brings a financial discipline to UBS that is essential for our long term success and we look forward to his contributions as we focus on maximizing the full potential of our ownership in Look Communications, Inc.”

Mr. Buxton-Forman is a Chartered Accountant and held senior positions in a number of operating companies in the Cadbury Schweppes Group. During this time he was responsible for all financial functions within the business unit and led new system implementations and change projects following company acquisitions. Mr. Buxton-Forman’s responsibilities at UBS will include all financial management and reporting as well as administration and he will continue to work with Look Communications on implementing its growth plan.

About Unique Broadband Systems, Inc.

UBS is a publicly listed Canadian company that has investments in broadband assets and a 51% equity investment in Look Communications Inc. With its licensed spectrum through Look, UBS is a Canadian digital television broadcaster and broadband wireless service provider. The Company's web sites may be found at www.uniquebroadband.com and www.look.ca.

- 30 -

The TSX Venture Exchange has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

For further information: please contact:
Philip Koven
NATIONAL Investor Relations
(416) 586-0180