



## **UBS AND LOOK LAUNCH LIVE MOBILE TV DEMONSTRATION SITES AND PROVIDE OPINIONS ON MOBILE MULTI MEDIA**

**Toronto, Ontario and Montreal, Quebec, April 20, 2006** – Unique Broadband Systems, Inc. (TSX Venture: UBS) and its 51%-owned subsidiary, Look Communications Inc. (TSX Venture: LOK.MV and LOK.SV), announced that they have successfully made Milton, Ontario the first mobile broadcast town in Canada.

Look has launched demonstration sites for mobile TV in and around its broadcast centre in Milton. Look's Mobile Multi Media (M<sup>3</sup>) van offers live TV to four separate personalized screens permitting each passenger to individualize their viewing of live video and to listen to audio channels. Look and UBS (The Companies) believe that Look's Mobile TV, as viewed on its demonstration sites, is a major improvement over the streamed, slow-framed TV currently offered by cellular carriers in Canada.

"Cellular phone TVs are not receiving or providing 'at home' TV-quality video since their networks were not designed for broadcasting. The cellular networks are one-to-one, unicast networks with limited capacity for quality mobile TV," said Gerald McGoey, Vice Chairman and CEO of Look and Chairman and CEO of UBS. "Look Mobile TV will have the advantage of a live broadcast network, with content and programs available to Look, which is presently broadcasting over 100 video channels under its broadcast license."

The Companies expect that the M<sup>3</sup> network will consist of two networks – a broadcast network and a broadband network. They further expect that the broadcast network will allow for the mass distribution of content, information and entertainment regardless of how many customers are receiving and listening. In their view, the M<sup>3</sup> network is likely to ultimately provide two-way access to the Internet and applications such as VoIP and webcasting. In the view of The Companies, what is currently brought into your home on your computer, TV, stereo or phone might soon be available, in Ontario and Québec, in your hand. Look's new Mobile TV is expected to be the first application for Look's M<sup>3</sup> experience and may be followed with mobile broadband - bringing customers what they want, when they want it and where they want it – in their hand – "personalized". In this regard, handsets are currently being developed by a number of major companies and are expected to encompass a variety of personal devices.

While Look can offer Mobile TV under its existing license, in order to provide mobile broadband, it and other incumbents of the spectrum band, would have to apply to Industry Canada for authorization to provide such services, the granting of which would be subject to a reorganization of the 2500-2690 MHz spectrum band and the return to Industry Canada of approximately 33% of Look's current spectrum. This process has already been approved by Industry Canada in a recent policy statement.

The Companies, with their unique combination of a broadcast license, approximately 100 MHz of spectrum, and DVB-H knowledge and understanding, believe that they are well positioned to offer M<sup>3</sup>, currently in a moving vehicle and eventually in the customer's hand, provided that, among other things, the required funding is obtained.

Look's services and network are expected to be device agnostic. Focus groups have indicated that they would like to have a separate M<sup>3</sup> device and not necessarily only their cellular phone. Customers will be able to choose whether they would like to receive mobile TV on their phone, laptop, computer, personal video recorder or other devices currently under development.

The Companies also wish to offer their opinion on the future development of Mobile Multi Media and its potential impact on the broadcast and communications industry.

In the view of the Companies, live mobile TV services in the United States, and even more so in Canada, are far behind those currently provided in Korea and parts of Europe. The Companies believe that cellular operators throughout Europe and the United States are realizing that their cellular networks are incapable of providing real-time mobile TV and that their infrastructure is unprepared for mass-market delivery of video over the Internet on their networks. In the opinion of The Companies, the cellular providers' switched networks, as well as their limited access to spectrum, are problematic when attempting to deliver mobile TV with quality equivalent to the customer's at-home experience.

The Companies believe that Canadian customers have demonstrated that they are willing to pay for mobility and personalization and are unlikely to tolerate poor quality service or content.

Mobile TV networks are being built in the United States by organizations such as Crown Castle, with its Modeo services, and Qualcomm. The Companies believe that technology is not the issue, and that the real issues remain content, the ability to broadcast and the necessary spectrum to provide Mobile Multi Media.

The Companies further believe that the introduction of M<sup>3</sup> to the Canadian broadcast and communications industry could have a significant impact on the industry and the historic business relationships among content providers, broadcasters, wireless carriers and advertisers. "Until now, mobility has largely been seen as something available only through cellular providers. We believe this could soon change," Mr. McGoey said.

The Companies believe that M<sup>3</sup> and live Mobile TV in particular, will be of significant value to customers. The Companies expect that the customer is likely to watch/receive TV, audio, information or entertainment whenever, wherever and however they want.

A number of content providers, including television networks, search engines and others, can currently reach the consumer's mobile device. Because of this, The Companies, believe advertisers could target both the content providers and the viewer or listener. The Companies believe that advertisers could even reward viewers or listeners with free or low-cost services so that advertisers can establish a direct, one-to-one relationship with the customer, rather than the conventional advertising model of one-to-many, where networks receive the advertising dollars.

In the view of The Companies, "massive passives", as TV viewers are referred to in a recent IBM report, are changing into the "active mobile" customers that advertisers want. The Companies believe that Mobile Multi Media has the potential to introduce new players to the industry, to deal both directly and interactively with audiences. Mobile Multi Media can provide print media, such as the publishers of directories, with a real-time, personalized, mobile, interactive, ever-changing data bank, rather than the current printing of a book once per year.

"We may well be at the dawn of a new era in which broadcasters, cellular service providers, content providers and Mobile Multi Media network providers should all develop new business models," Mr. McGoey said. "We are very excited to be part of this transformation taking place in these industries and we look forward to further developing our M<sup>3</sup> network."

#### Forward-Looking Information

The foregoing views of the Companies with respect to Mobile Multi Media and its potential effect on the broadcast and communications industry contain forward-looking statements regarding future events as well as the future performance of the Companies. Assumptions which form the basis for such views, although considered reasonable by the Companies, may prove to be incorrect. The actual development of Mobile Multi Media and its effect, if any, on the broadcast and communications industry will vary from the views expressed herein and such variations may be material. Consequently, there is no representation by the Companies that the actual development of Mobile Multi Media or its effect on the broadcast and communications industry will be the same, in whole or in part, as that envisaged herein.

In addition, the business of the Companies involves numerous risks and uncertainties that could cause actual results to differ materially from those that may be forecast herein. There is no guarantee that Look will be able to launch M<sup>3</sup>, as the development of the M<sup>3</sup> network is dependent, among other things, on Look obtaining the required financing from financial partners. The actual results achieved by the Companies will vary from those that may be forecast herein and such variations may be material. Consequently, there is no representation by the Companies that actual results achieved will be the same in whole or in part as those that may be forecast herein.

About Look Communications Inc.

Look's mission is to be an M<sup>3</sup> - Mobile Multi Media - entertainment and information service provider in Ontario and Québec. The Company is developing an M<sup>3</sup> - Mobile Multi Media network and currently delivers a full range of communications services, including high-speed and dial-up Internet access, Web applications, digital television distribution and superior customer service to both the business and residential markets. The Company's web site may be found at [www.look.ca](http://www.look.ca).

About Unique Broadband Systems, Inc.

UBS is a publicly-listed Canadian company that has a 51% economic interest in Look Communications Inc., intellectual property and other assets. With its licensed spectrum through Look Communications, UBS is a Canadian digital television broadcaster and broadband wireless service provider. The Company's web site may be found at [www.uniquebroadband.com](http://www.uniquebroadband.com).

- 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:  
Peter Block  
Investor and media relations  
403-531-0331  
416-586-0180