

PressRelease

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TIMES TELECOM & CHURCH'S CHICKEN JOIN MARKETING FORCES

Times Telecom unleashes month-long campaign with Church's Chicken, and rewards their customers' loyalty by offering \$10 long distance gift certificates.

Vancouver, BC–November 28, 2005. Times Telecom has teamed up with fast food giant Church's Chicken to participate in a cooperative promotional campaign built around showing appreciation to Church's Chicken loyal customers.

The promotion consists of a \$10.00 long distance gift certificate for everyone that buys \$5.00 or more at Church's Chicken. Each participant is also automatically entered to win an iPod shuffle. The gift certificate allows them to make international long distance calls using Times Telecom as their service provider.

"We are happy to collaborate with Church's Chicken in this promotional campaign as we both share a family-oriented organizational culture. Church's Chicken promotes family and social togetherness over meals, while Times Telecom offers means for others to keep closely in touch with family and friends all over the world," said Terry Bahar, VP Operations for Times Telecom.

The promotion will run through all 17 locations of Church's Chicken within British Columbia with on-site sales reps, large posters and banners supporting the entire effort. Times Telecom offers several options for those interested to activate their gift certificate, including convenient and easy online signup, as well as calling their multilingual customer service centre.

Founded in 1996, Times Telecom is a leading Long Distance Service Provider that operates its own state-of-the-art proprietary network across 16 cities in Canada and 2 cities in Australia. As well, Times Telecom has a nationwide network that provides direct dial service. With offices in the United States, Canada, Australia and Malaysia, Times Telecom provides innovative State-of-the-Art solutions that allow its 147,000+ customers to communicate with friends, business associates, and loved ones all over the world while enjoying substantial savings on their long distance charges. Managed by a team of experienced industry experts, Times Telecom is a wholly owned subsidiary of KeyWest Group, a publicly listed corporation with offices in 8 countries and employs in excess of 350 employees. Visit Times Telecom on the Web at www.timestelecom.ca.

Church's Chicken™ is one of the largest quick service chicken concepts in the world. Church's Chicken™ serves traditional Southern and Spicy Fried Chicken with a focus on offering complete meals with large portions at low prices. As of December 2004, the Church's system had 1,556 locations worldwide in 15 countries, plus Puerto Rico, with system sales in excess of \$950 million. For more information go to www.churchs.com



Times Telecom