



NEWS RELEASE

May 10, 2010

Go Pink with TELUS to bring digital mammography to Saskatchewan Cancer Agency

*Give the gift of health to women in your community
with the purchase of a pink BlackBerry smartphone only from TELUS*

Regina, SK – TELUS and the Saskatchewan Cancer Agency today announced the launch of a milestone campaign to make a 'pink' difference and bring digital mammography to Saskatchewan. Between May 6 and October 31, 2010, TELUS will donate \$25 to Saskatchewan Cancer Agency for each purchase of a pink BlackBerry Curve 8530 available only at TELUS. Digital mammography will enhance early detection of breast cancer for women and men in Saskatchewan.

Traditional mammogram X-rays do not penetrate dense breast tissue, making it more difficult to interpret results and detect tumours. Digital mammography equipment produces more accurate results with advanced capabilities to generate magnified images of breast tissue to help with the early detection of breast cancer. Access to this advanced digital equipment is limited. This campaign will help to bring vital equipment to Saskatchewan Cancer Agency and increase the chance of survival from this life-threatening disease.

The TELUS "Go Pink" campaign will fund tangible social outcomes that women and men will benefit from immediately. The coast-to-coast campaign is benefiting communities by funding innovative breast cancer technology in healthcare facilities across Canada, including: BC Women's Hospital & Health Centre Foundation, Alberta Cancer Foundation, Saskatchewan Cancer Agency, CancerCare Manitoba, Princess Margaret Hospital Foundation in Toronto, The Ottawa Hospital Foundation, Segal Cancer Center at the Montreal Jewish General Hospital and QEII Health Sciences Centre in Halifax.

"As a Canadian technology leader and a committed corporate citizen, TELUS recognizes the need to bring the latest technology to local healthcare providers in an effort to help with the early detection of breast cancer," said Jill Schnarr, vice-president, TELUS Community Investment. "As a woman and mother, I am so grateful that our TELUS team and our customers have an opportunity to give back in a meaningful way to help with the purchase of new digital mammography machines in our communities."

"We are pleased to be the recipient of the TELUS Pink Campaign," said Sangeeta Gupta, manager of the Screening Program for Breast Cancer. "Every woman screened is a potential life saved and the funds we receive will help us in improving our early detection program. Through this program, TELUS is enabling our organization to improve our screening technology and to deliver better results."

The BlackBerry Curve 8530 smartphone, for \$49.99 on a three-year plan is only available in pink from TELUS. For more information about the TELUS Go Pink campaign, please visit www.telus.com/pink.

About Saskatchewan Cancer Agency

The Saskatchewan Cancer Agency is dedicated to providing leadership in cancer control by; delivering quality cancer treatment for men, women and children, operating prevention and early detection programs and conducting groundbreaking research.

About TELUS

TELUS (TSX: T, T.A; NYSE: TU) is a leading national telecommunications company in Canada, with \$9.6 billion of annual revenue and 11.9 million customer connections including 6.6 million wireless subscribers, 3.9 million wireline network access lines and 1.2 million Internet subscribers and 200,000 TELUS TV customers. Led since 2000 by President and CEO, Darren Entwistle, TELUS provides a wide range of communications products and services including data, Internet protocol (IP), voice, entertainment and video.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed \$158 million to charitable and not-for-profit organizations and volunteered 3.1 million hours of service to local communities since 2000. Nine TELUS Community Boards across Canada lead TELUS' local philanthropic initiatives. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit telus.com.

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