



FOR IMMEDIATE RELEASE

**Fredericton-Based Developer of Autism Learning Software Named
National Winner of Rogers Innovations @ Work Award**

*- Virtual Expert Clinics to be recognized for creating AutismPro at March 28
leadership luncheon in Toronto -*

TORONTO, ON (March 4, 2008) – Rogers today announced that Fredericton-based Virtual Expert Clinics, developer of AutismPro learning software for children with developmental disorders, has won one of two inaugural Rogers Innovations @ Work Awards. Launched nationwide last fall, the Rogers Innovations @ Work Award program recognizes small businesses with fewer than 20 employees whose innovative products, creative marketing initiatives or unique human resources practices contribute to their success.

“The ability to innovate - to change the market by offering something new or by improving the way companies and employees do business - is a fundamental determinant of success,” said Steven Wagner, Senior Vice-President and Chief Marketing Officer, Rogers Cable. “We are pleased to recognize Virtual Expert Clinics with a Rogers Innovations @ Work Award for their achievement.”

The brain-child of Cynthia Howroyd, a speech language pathologist and president of Virtual Expert Clinics, AutismPro is an easy-to-use software program that builds profiles of affected children and guides parents, therapists and teachers step-by-step through the process of designing and delivering customized autism programs. Their 500-word submission was deemed the most innovative and creative in the products & services category by a panel of judges from the PROFIT Magazine editorial team and Rogers small business segment staff.

“Virtual Expert Clinics exemplifies what it means to be innovative,” said Ian Portsmouth, Editor-in-Chief, PROFIT Magazine. “Ms. Howroyd not only recognized a unique need for her AutismPro software; she and her team were nimble and smart enough to deliver it.”

By collaborating with an international team of autism experts, each with unique insights into the condition and treatment options, a key innovation - the ability to design and implement programs that meet each child’s unique treatment needs - was realized.

“We knew early in the process that we were onto something with AutismPro - It was so innovative,” said Cynthia Howroyd, President, Virtual Expert Clinics. “We are honoured

to receive the Rogers Innovations @ Work Award in recognition of our efforts bringing our product to market.”

Virtual Expert Clinics will join IQ Partners of Toronto, winner in the human resources category, at a leadership luncheon on March 28 in Toronto with senior Rogers executives, and the editors of Canadian Business and PROFIT magazines. Winners will also receive a corporate profile in PROFIT, Canada’s leading magazine for entrepreneurs.

For more information, visit www.rogers.com.

About Rogers Cable

Rogers Cable Communications Inc. is a wholly-owned subsidiary of Rogers Communications Inc. (TSX: RCI; NYSE: RCI), a diversified Canadian communications and media company. Rogers Cable's advanced digital two-way network passes approximately 3.6 million homes in Ontario, New Brunswick and Newfoundland, with 64% basic penetration of its homes passed. Rogers Cable pioneered high-speed Internet access and now 41% of homes passed by its cable networks are Internet customers while 64% of its basic cable customers subscribe to Rogers' high-speed Internet service. With 59% digital penetration, Rogers Cable offers a leading selection of High Definition TV programming, a complete array of Rogers On Demand services (including Video on Demand (VOD), Subscription VOD, Personal Video Recorders and Timeshifting channels), and an extensive line-up of sports and multicultural programming. Rogers Cable now offers home telephone service (voice-over-cable) to approximately 94% of its cable territory and, combined with its circuit switched telephony subscribers, has over 1 million local telephony customers. Rogers Cable is a national provider of voice communications services, data networking, and broadband Internet connectivity to small, medium and large businesses. In addition it operates over 450 Rogers Retail stores.

Additional information on Rogers is available at www.rogers.com.

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