

**NEWS**  
**For immediate release**

## **Additional area code 579 for the 450 region**

**Montréal, June 1, 2010** – Starting August 21, 2010, an additional area code – 579 – will be introduced in the geographical territory served by the 450 code in Québec. This measure is the result of a ruling by the Canadian Radio-television and Telecommunications Commission (CRTC) and is intended to meet the continuously growing demand for new telephone numbers, particularly for wireless devices.

The two area codes will coexist within the same geographic territory. The new 579 code will provide additional telephone numbers in this area with no impact on existing 450 telephone numbers and customers. The 579 code will come into use gradually after August 2010 and will be assigned only to new numbers. Local calls will continue to be dialed using ten digits--the area code followed by the seven-digit number.

“The introduction of a new area code in a region does not affect the local calling areas or the way long distance calls are dialed. Special numbers like 9-1-1 will still be dialed using only three digits,” said Glenn Pilley, Director of the Canadian Numbering Administration. “Introducing new area codes is part of today’s reality throughout North America. This measure demonstrates the flexibility and growth potential of the Canadian telecommunications network.”

The 450 area code covers a broad territory including Laval and the North Shore, the South Shore, Lanaudière, Montérégie, parts of Estrie and Laurentians, and the Richelieu Valley. The 450 region surrounds Montreal area codes 514 and 438, the latter of which was introduced in November 2006.

### **Other new area codes in Canada**

The new 343 area code is now officially available for new numbers in the geographic territory served by the 613 code in Eastern Ontario. Also, the new 249 area code will be introduced in the 705 region of Ontario starting March, 2011. In 2013, the 873 code will be introduced in the 819 region of Québec and a third area code -365- will be added to the region served by the 289 and 905 area codes in Ontario.

### **The Telecommunications Alliance**

The Telecommunications Alliance was formed to create awareness about the introduction of new area codes. The Alliance includes Bell, Vidéotron, Rogers, TELUS and all telecommunications service providers operating in the areas with new area codes. For more information about new area codes, please consult the website at: [www.region450.com](http://www.region450.com)

## Geographic map of the 450 region

