

NEWS RELEASE
For immediate release

New area codes for the Greater Toronto Area

Ottawa, September 22, 2011 – Starting March 25, 2013, two new area codes will be introduced in the Greater Toronto Area. In Toronto the 437 area code will be added to the 416/647 area codes and the 365 area code will be introduced in the area served by 905/289 area codes.

The arrival of new area codes is the result of a Canadian Radio-television and Telecommunications Commission (CRTC) decision and is intended to meet the continuously growing demand for new telephone numbers.

“The introduction of a new area code in a region enables millions of additional telephone numbers to be provided without affecting the existing numbers,” said Glenn Pilley, Director of the Canadian Numbering Administration. “It is part of today’s reality throughout North America. This measure demonstrates the flexibility and growth potential of the Canadian telecommunications network.”

Increasing demand for telephone numbers by customers, changes in the competitive environment and the use of new services have accelerated demand for telephone numbers. The new area codes will come into use gradually after March 2013. Until then, new numbers with current area codes will continue to be available.

Currently, the 416/647 area codes are used in Toronto, while the 905/289 area codes cover southern Ontario, which includes the major communities of Ajax-Pickering, Brampton, Burlington, Hamilton, Markham, Milton, Mississauga, Oakville, Oshawa, Richmond Hill, St. Catharines and Whitby.

Other area codes in Canada

Starting September 15, 2012, a new area code – 873 – will be introduced in the geographical territory now served by the 819 code in the western, northern and central part of Québec. New area codes will also be introduced in the coming months in several other regions in Canada, including Manitoba, Saskatchewan and British Columbia.

The Telecommunications Alliance

The Telecommunications Alliance was formed to create awareness about the introduction of new area codes. The Alliance is comprised of Bell, Rogers, TELUS and Vidéotron. For more information about new area codes in Canada, please consult the website at: www.newareacodes.ca

- 30 -

Source: Telecommunications Alliance
Information:

