

A Good Deal Indeed

Majority Support Nortel Asset Sale to Ericsson

*Canadians Believe Sale is a Good Deal for Canada (83%),
Nortel Employees (84%) and Canada's Technology Sector (82%)*

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Toronto, ON – Weighing in on the debate over the sale of troubled Nortel's assets to Swedish-based Ericsson and Research in Motion's subsequent bid to stop the sale, a new Ipsos Reid poll conducted on behalf of Ericsson has revealed that Canadians believe the sale would be a 'good deal' for Canada (83%), Nortel employees in Canada (84%) and the future of Canada's technology sector (82%) when they hear what's in store under the new ownership.

Canadian high-tech firm Nortel has been in bankruptcy protection since January and it is selling off assets under the court-ordered supervision of accountants Ernst & Young. Its CEO and most of its directors resigned last month. Swedish-based company Ericsson, which has been operating in Canada for 56 years and in the past decade has invested more than \$2 billion in research and development in Canada, has purchased a Nortel wireless business, which is based in the US but has some operations in Canada, for \$1.13 Billion.

As part of the deal, Ericsson is offering to keep 817 former Nortel employees who work in the wireless operations in Canada with substantively the same pay, benefits and place of work. These employees will join Ericsson's 1900 other Canadian employees, including those

working in its top-rated research and development facility in Montreal. The former Nortel researchers will join Ericsson's global research force helping to keep Canada at the forefront of technological development in the telecom sector.

Based on this information, most Canadians believe the transaction would be a 'good deal' in each of the following areas:

- Good for **Canada's ability to attract foreign investment dollars**: 88% total (28% very/59% somewhat)
- Good for **Nortel employees in Canada**: 84% total (33% very /51% somewhat)
- Good for **employment in Canada**: 84% total (30% very/54% somewhat)
- Good for **Canada's research and development sector**: 82% total (28% very/54% somewhat)
- Good for **Canada as a whole**: 82% total (27% very/56% somewhat)
- Good for the **future of Canada's technology sector**: 81% total (27% very/55% somewhat)
- Good for **Nortel, the company**: 80% total (26% very/54% somewhat)
- Good for **The Government of Canada**: 80% total (21% very/59% somewhat)

Conversely, two in ten Canadians thought that this transaction would be a 'bad deal' for the Government of Canada (20%, 5% very/15% somewhat), Nortel (20%, 4% strongly/16% somewhat), the future of Canada's technology sector (19%, 5% very/14% somewhat), Canada as a whole (18%, 4% very/14% somewhat), Canada's research and development sector (18%

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4% very/14% somewhat), Nortel employees in Canada (16%, 4% very/12% somewhat), employment in Canada (16%, 3% very/12% somewhat), or Canada's ability to attract foreign investment dollars (12%, 2% very/10% somewhat).

These are some of the findings of an Ipsos Reid poll conducted between August 24 and 31, 2009, on behalf of Ericsson. For this survey, a national sample of 1,067 adults from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points 19 times out of 20 of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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