



## WireIE CEO and President Joins Hope Air Board of Directors

**Toronto, ON – June 10, 2015** — WireIE, a licensed award-winning Canadian telco carrier specialized in the development of Carrier Ethernet networks to underserved markets, is pleased to announce its CEO and President, Rob Barlow, has been appointed a member of Hope Air's Board of Directors.

"I am delighted to welcome Rob Barlow to our Board of Directors. Hope Air's Board members represent the unique communities we serve across Canada. Rob's deep understanding of the challenges Northern Ontarians face in accessing specialized healthcare, combined with his impressive business background, make him a very welcome addition," says Doug Keller-Hobson, Executive Director, Hope Air.

Having partnered and supported Hope Air campaigns over the years, Rob Barlow joins the Board of Directors with ambitions to continue serving Canadian communities.

"At WireIE, we have a hands-on approach to giving," explains Rob. "Since our inception in 2007, we have dedicated 1.5% of our annual revenues to go back to the communities where we do business. Corporate social responsibility is embedded in the culture of our company, led by my personal belief to always give back. I believe in Hope Air and its commitment to Canadian communities and I am excited to be part of this unique charity."

In 2007, Rob Barlow founded the award-winning Canadian carrier, WireIE. The company focuses on supporting North American markets and servicing high-value Enterprise clients. An entrepreneurial leader by nature, Rob has been a key force in the introduction of several high profile technologies in the Canadian Telecommunications sector.

Rob brings years of progressive senior experience in the IT, Wireless Internet, Energy and Telecommunications sectors. Rob has held various strategic positions at ClearNet, TELUS and Hydro One. He is also a board member of the Canadian Wireless Telecommunications Association.

### About Hope Air

Hope Air is the unique national charity which arranges free flights for Canadians who are in financial need and must travel to healthcare. Clients need to meet some eligibility requirements, which can be checked at [www.hopeair.ca](http://www.hopeair.ca). Since its establishment in 1986, the charity has arranged over 93,500 flights with the generous support from commercial airlines, corporations, foundations and individual donors. Hope Air arranges flights through four programs: the Commercial Airline Donation Program, the Flight Purchase Program, the Volunteer Pilot Program and the Business Aviation Program.

### About WireIE

WireIE is a Canadian teleco carrier, specialized in the deployment of MEF Certified Carrier Ethernet 2.0 networks to underserved markets. WireIE's proven network performance, backed by industry-leading SLAs, has established the carrier as the provider of choice for mission-critical network requirements, across all industry verticals including Oil & Gas, Mining, Utilities, Healthcare, Financial, Retail and Public Sector. Unleash the potential with WireIE – visit [www.wireie.com](http://www.wireie.com) and follow us on Twitter [@WireIE](https://twitter.com/WireIE).

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