



NOTICE OF DIVIDEND RATE

BCE Inc. will, on May 1, 2011, continue to have Cumulative Redeemable First Preferred Shares, Series AG outstanding if, following the end of the conversion period on April 21, 2011, BCE Inc. determines that at least two million Series AG Preferred Shares would remain outstanding. In such a case, as of May 1, 2011, the Series AG Preferred Shares will pay, on a quarterly basis, as and when declared by the Board of Directors of BCE Inc., a fixed cash dividend for the following five years that will be based on an annual fixed dividend rate equal to 4.50%.