



## IMPORTANT NOTICE

### REMINDER TO THE HOLDERS OF CUMULATIVE REDEEMABLE FIRST PREFERRED SHARES, SERIES S (the "Series S Preferred Shares") OF BCE INC.

1. Holders of Series S Preferred Shares have the right to convert their shares into Cumulative Redeemable First Preferred Shares, Series T of BCE Inc. (the "Series T Preferred Shares"), with such conversion to be effective November 1, 2006.
2. As of November 1, 2006, the Series S Preferred Shares will, should they remain outstanding, continue to pay a monthly floating dividend for the five-year period beginning November 1, 2006. The floating dividend will fluctuate between 50% and 100% of the Prime rate. The Series T Preferred Shares will, if issued, pay a quarterly fixed dividend to be determined on October 11, 2006 for the five-year period beginning November 1, 2006. **If you do not elect to convert your Series S Preferred Shares into Series T Preferred Shares, you will continue to receive a floating-rate monthly dividend.**
3. Holders wishing to convert their shares will have to exercise their conversion privilege between September 18, 2006 and October 18, 2006.
4. BCE Inc. will, by September 15, 2006, communicate in writing to holders of Series S Preferred Shares additional information pertaining to the manner of exercising the conversion privilege and to the method of computing the fixed dividend rate that will be payable on the Series T Preferred Shares for the five-year period beginning November 1, 2006.

For more details, you may view BCE Inc.'s short form prospectus dated October 9, 1996 relating to the issue of the Series S and Series T Preferred Shares which has been posted on the BCE Inc. website at <http://www.bce.ca/en/investors/bondpreferreds/preferredshares/bce/#box3>.

Dated at Montreal, this 17<sup>th</sup> day of August 2006.

**BCE Inc.**