



IMPORTANT NOTICE

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

1. Holders of Series AA Preferred Shares have the right to convert their shares into Cumulative Redeemable First Preferred Shares, Series AB of BCE Inc. (the "Series AB Preferred Shares"), with such conversion to be effective September 1, 2007.
2. As of September 1, 2007, the Series AA Preferred Shares will, should they remain outstanding, continue to pay a quarterly fixed dividend to be determined on August 7, 2007 for the five-year period beginning September 1, 2007. The Series AB Preferred Shares will, if issued, pay a monthly floating dividend for the five-year period beginning September 1, 2007. The floating dividend will fluctuate between 50% and 100% of the Prime rate. **If you do not elect to convert your Series AA Preferred Shares into Series AB Preferred Shares, you will continue to receive a fixed-rate quarterly dividend.**
3. Holders wishing to convert their shares will have to exercise their conversion privilege between July 18, 2007 and August 22, 2007.
4. BCE Inc. will, by July 18, 2007, communicate in writing with holders of Series AA 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 AA Preferred Shares for the five-year period beginning September 1, 2007.

For more details, you may view BCE Inc.'s short form prospectus dated February 14, 2002 relating to the issue of the Series AA and Series AB Preferred Shares which has been posted on the BCE Inc. website at <http://www.bce.ca>.

Dated at Montréal, this 28th day of June 2007.

BCE Inc.