



For Immediate Release

**Bell to be the exclusive Canadian carrier of Samsung OMNIA II,
Official Mobile Device of the Vancouver 2010 Olympic Winter Games**
Samsung OMNIA II will operate on Bell Mobility's all-new HSPA wireless network

MONTREAL, October 30, 2009 – Bell and Samsung today announced the exclusive availability of the Samsung OMNIA II touchscreen smartphone – the Official Mobile Device of the Vancouver 2010 Olympic Winter Games – to operate on Bell Mobility's all-new HSPA network in November.

The Samsung OMNIA II will be the perfect device for accessing Bell Mobility's upcoming offering of exclusive 2010 Winter Games mobile content. Clients can also personalize their Samsung OMNIA II with an included Samsung Vancouver 2010 Olympic Winter Games decal.

“As a Premier National Partner and the Exclusive Telecommunications Partner to the Vancouver 2010 Olympic and Paralympic Winter Games, Bell is excited to announce the exclusive launch of the Samsung OMNIA II touchscreen smartphone, the Official Mobile Device of the Games,” said Adel Bazerghi, Senior Vice President of Products at Bell Mobility.

OMNIA II buyers will also be able to download Samsung's Wireless Olympic Works (WOW) communications platform, a comprehensive free application designed to provide real-time information to users' phones and to keep fans connected during the Vancouver 2010 Olympic Winter Games.

“As the Official Worldwide Olympic Partner for Wireless Telecommunications Equipment, Samsung takes great pride in our commitment to the Olympic Games and through our wireless technology we are linking fans around the world to the Games by making information related to results, schedules, athletes and more, available,” said Paul Brannen, General Manager, Mobile Communications, Samsung Electronics Canada. “Breaking ground in multimedia features and performance, OMNIA II promises an unrivaled all-in-one mobile experience even the most demanding smartphone users will enjoy.”

With the new Windows Mobile 6.5 operating system, including enhanced on-the-go solutions for email, scheduling and contacts, the powerful Samsung OMNIA II offers a wide range of business and entertainment features:

- Bluetooth v2.0 and WiFi connectivity
- HTML web browsing with Opera Mobile 9.5 Browser
- World's largest (3.7 inch/94mm) WVGA AMOLED touchscreen display with accelerometer
- Finger friendly TouchWiz™ touch-optimized User Interface
- DVD-quality (480p) video recording/playback
- 5 megapixel camera with autofocus and dual LED flash
- The ability to manage documents with applications such as Power Point, Word or Excel
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- Memory expandable to 48 gigabytes



Clients can personalize their home screen with drag and drop widgets enabled by TouchWiz technology. Clients can also download additional online widgets designed to fit any taste and style.

About Bell

Bell is Canada's largest communications company, providing consumers and business with solutions to all their communications needs, including Bell Mobility wireless, high-speed Bell Internet, Bell TV direct-to-home satellite television, Bell Home phone local and long distance, and IP-broadband and information and communications technology (ICT) services. Bell is proud to be a Premier National Partner and the Exclusive Telecommunications Partner to the Vancouver 2010 Olympic and Paralympic Winter Games.

Bell is wholly owned by BCE Inc. (TSX, NYSE: BCE). For information on Bell's products and services, please visit www.bell.ca. For corporate information on BCE, please visit www.bce.ca.

About Samsung Electronics Canada Inc.

Samsung Electronics Canada, Inc. (SECA), a wholly owned subsidiary of Samsung Electronics Co., markets a broad range of award-winning digital consumer electronics, information systems, telecommunications and home appliance products. SECA upholds Samsung's mission to provide consumers with innovative digital convergence products that possess exceptional technology, quality, features, performance and value.

Samsung has been a global TOP sponsor of the Olympic Games since 1998 and has been a presenting sponsor of the Olympic Torch Relay from 2004 to 2008. Also through Samsung's Four Seasons of Hope charity, Samsung helps athletes and celebrities raise funds for their respective charities, including the Wayne Gretzky Foundation in Canada. Samsung is also a proud sponsor of Hockey Canada and the Toronto Football Club.

For customer service inquiries, please call 1-800-SAMSUNG (1-800-726-7864), and for more information, please visit www.samsung.com.

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