



For Immediate Release

Bell offers Canada's biggest and broadest choice in mobile smartphones

All-new network launched today joins Bell's existing national mobile network
Enables Bell to offer maximum choice in mobile handsets and coverage options
More than 45 leading-edge mobile devices for Canadian consumers and business

MONTREAL, November 4, 2009 – With today's launch of its all-new national HSPA network, Bell confirmed its position as the Canadian wireless provider delivering the broadest range of choice in wireless smartphones and North American and international coverage.

"Our new network is now Canada's fastest and largest high-speed mobile network and offers a wide range of the very latest smartphones and other mobile devices. Its launch also means Bell offers Canadians the broadest range of mobile devices and coverage of any wireless provider," said Wade Oosterman, President of Bell Mobility and Chief Brand Officer for Bell.

With more than 40 different mobile device options for both consumers and business users – including 18 different smartphone models – Bell's phone roster has clearly become the envy of the Canadian wireless industry.

"We have more leading-edge smartphones and turbo sticks to choose from than anyone else, which positions Bell well to serve Canadians with the latest mobile technology – especially as we head into the busy holiday sales season," said Mr. Oosterman.

Bell's new HSPA network joins the company's existing national EVDO network, which was already Canada's largest 3G network and which will continue to operate alongside the new HSPA network into the future. Still the most popular wireless network technology choice in North America, EVDO offers Bell Mobility clients high-speed Canadian coverage from coast to coast, superior coverage across North America, and unique mobile devices, such as the Palm Pre, available from no one else in Canada.

HSPA meanwhile offers Bell Mobility clients superior international coverage, with roaming in more than 200 countries around the globe. Bell's roaming partner in the United States is AT&T, the biggest HSPA network operator in the US. Bell has also introduced a lineup of new HSPA devices, including the hottest HSPA smartphones from the world's leading handset manufacturers and a range of new high-speed turbo sticks for fast mobile data access.

For more information on Bell Mobility's industry-leading range of both HSPA and EVDO mobile devices, please visit bell.ca/mobile. For more on Bell's all-new HSPA network, please visit bell.ca/network.

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



News release

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.

-30-

For media inquiries, please contact:

Julie Smithers
Bell Media Relations
416 528-9409
julie.smithers@bell.ca

For investor inquiries, please contact:

Thane Fotopoulos
BCE Investor Relations
514 870-4619
thane.fotopoulos@bell.ca