



For Immediate Release

**Bell Mobility launches LG Xenon HSPA touchscreen mobile phone**

Offers Bell's new Video Calling service, touchscreen interface, full QWERTY keyboard

MONTREAL, November 4, 2009 – Bell today announced the launch of the new LG Xenon HSPA touchscreen mobile phone, operating on Bell Mobility's state-of-the-art HSPA wireless network.

"The LG Xenon is an affordable option for clients looking for a media-rich touchscreen device that also offers the quick messaging convenience of a full QWERTY keyboard," said Adel Bazerghi, Senior Vice President of Products at Bell Mobility. "The Xenon also offers Bell Mobility's unique Video Calling service also launched today, as well as access to Full Track Music, SIRIUS Satellite Radio and Live TV at lightning fast speeds."

The LG Xenon comes equipped with a large 71mm (2.8") touchscreen display and a unique customizable user interface that allows for three distinct home screens – perfect for managing key contacts and favorite applications. A great device for avid users of text and email, the Xenon also offers a slide-out QWERTY keyboard and threaded message display.

The LG Xenon features a 2 megapixel camera with camcorder, integrated media player, HTML web browsing and memory expandable up to 16 gigabytes.

The LG Xenon comes in purple and black and is available nationally from Bell Mobility for as little as \$89.95 on a three-year contract or for \$289.95 without a contract. For more details, please visit [bell.ca/network](http://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 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](http://www.bell.ca). For corporate information on BCE, please visit [www.bce.ca](http://www.bce.ca).

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