



For Immediate Release

Bell brings iPhone 3GS to Canada

MONTRÉAL, November 4, 2009 – Bell today announced the availability of iPhone 3GS on Bell Mobility’s new state-of-the-art HSPA network that launched today. The phone is offered to Bell customers with a range of 3G rate plans tailored specifically for iPhone customers.

iPhone 3GS is the fastest, most powerful iPhone yet, packed with incredible new features including improved speed and performance – up to twice as fast as iPhone 3G – with longer battery life, a high-quality 3 megapixel autofocus camera, easy to use video recording and hands free voice control. iPhone 3GS includes iPhone OS 3.1, the world’s most advanced mobile operating system with features such as Cut, Copy and Paste, MMS, Spotlight Search, landscape keyboard and more.

“Launching Canada’s fastest and largest wireless network enables Bell to bring Canadians a new range of the most innovative and in-demand high-speed mobile devices – including the iconic iPhone,” said Wade Oosterman, President of Bell Mobility and Chief Brand Officer for Bell.

iPhone 3GS from Bell operates on the company’s new HSPA network launched today. With high-speed coverage extending to approximately 20,000 Canadian cities and towns and covering more than 1.2 million square kilometres, it’s Canada’s fastest and largest mobile network and is available to 93% of the country’s population as of launch.

iPhone 3GS also supports full international roaming, which Bell offers on GSM, UMTS and HSPA networks in more than 200 countries around the globe.

Pricing and availability:

iPhone 3GS and iPhone 3G are now available nationally at Apple stores, Bell Stores, Bell.ca, 18884Mobile, Cellular Point and Visions Electronics.

Items	Combo 45 plan for iPhone*	Combo 55 plan for iPhone*	Combo 75 plan for iPhone*	Combo 95 plan for iPhone*
Monthly fee	\$45	\$55	\$75	\$95
Voice credit	<ul style="list-style-type: none"> • Up to 100 local minutes • Up to 50 bonus minutes • Unlimited Local Fab Five calling • Unlimited local calling during nights (9 pm to 7 am) and 	<ul style="list-style-type: none"> • Up to 300 local minutes • Unlimited Local Fab Five calling • Unlimited local calling during nights (9 pm to 7 am) and weekends (9 pm Friday to 7 am 	<ul style="list-style-type: none"> • Up to 400 local minutes • Unlimited Nationwide Fab Five calling • Unlimited local calling during nights (9 pm to 7 am) and weekends (9 pm 	<ul style="list-style-type: none"> • Up to 500 local minutes • Unlimited Nationwide Fab Five calling • Unlimited local calling during nights (9 pm to 7 am) and weekends (9 pm



News release

	weekends (9 pm Friday to 7 am Monday)	Monday	Friday to 7 am Monday)	Friday to 7 am Monday)
SMS credit	Unlimited Fab Five text messaging	Unlimited Fab Five text messaging	Unlimited Fab Five text messaging	Unlimited Fab Five text messaging, plus unlimited domestic sent and received text, picture and video messages
Data credit	500 MB of data: personal email, Internet browsing and tethering. Plus, get unlimited WiFi at Starbucks	1 GB for personal email, Internet browsing and tethering. Plus, get unlimited WiFi at Starbucks	2 GB for personal email, Internet browsing and tethering. Plus, get unlimited WiFi at Starbucks	3GB for personal email, Internet browsing and tethering. Plus, get unlimited WiFi at Starbucks
Additional Features	Call Waiting Call Conferencing Plan can be sharable	Call Waiting Call Conferencing Plan can be sharable	Call Waiting Call Display Message Centre Visual Voicemail Call Conferencing Plan can be sharable	Call Waiting Call Display Message Centre Visual Voicemail Call Conferencing Plan can be sharable

Device	No contract	3-year contract with minimum \$45 Voice and Data requirement
iPhone 3GS 16GB	\$699.95	Starting at \$199.95
iPhone 3GS 32GB	\$799.95	Starting at \$299.95
iPhone 3G 8GB	\$599.95	Starting at \$99.95

For further information, please visit bell.ca/iphone.

About Bell

Bell is Canada's largest communications company, providing consumers and business with solutions to all their communications needs, including Bell Mobility wireless, Bell high-speed 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.



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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.

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* Combo 45, Combo 55, Combo 75 and Combo 95 plans for iPhone are only available on three-year terms. Clients may also choose from Bell existing suite of rate plans.