



For Immediate Release

Bell acquires 2 customer service call centres in New Brunswick

Moncton and Saint John centres part of Bell's strategy to improve customer service and invest in Canadian jobs

MONTREAL, July 23, 2014 – Bell today announced the acquisition of 2 customer call centres in New Brunswick as part of its strategy to improve customer service and invest in jobs in Atlantic Canada and across the country.

“Delivering a better customer experience at every level is a core part of Bell's customer-focused investment strategy. These New Brunswick centres and other locations we've opened across Canada are essential to Bell's success in a competitive communications marketplace,” said John Watson, Executive Vice President of Customer Operations for Bell. “We are pleased to welcome 700 more employees to the Bell team at these two New Brunswick locations, which join 5 other new Canadian call centres we've announced in the last 4 years.”

Bell is acquiring call centres in Saint John and in Moncton and will dedicate both centres to serving its residential, wireless and small business customers.

Since 2010, Bell has announced new call centres in Nanaimo, BC; Orillia, ON; and Laval, Rouyn-Noranda, and Saguenay in Québec.

The two sites will be operated by Bell's wholly owned subsidiary Nordia. For employment opportunities, please visit Jobs@Bell or Nordia.ca.

About Bell

Bell is Canada's largest communications company, providing consumers and business customers with wireless, TV, Internet, home phone and business communications services. Bell Media is Canada's premier multimedia company with leading assets in television, radio and digital media. Bell is wholly owned by Montréal's BCE Inc. (TSX, NYSE: BCE). For more information, please visit Bell.ca.

Bell Let's Talk promotes Canadian mental health with national awareness and anti-stigma campaigns, like Clara's Big Ride for Bell Let's Talk and Bell Let's Talk Day, and significant Bell funding of community care and access, research, and workplace initiatives. To learn more, please visit Bell.ca/LetsTalk.

Media inquiries

Jacqueline Michelis
Bell Media Relations
613 785-1427

jacqueline.michelis@bell.ca
[@Bell_News](https://twitter.com/Bell_News)