

Highlights

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The New Bell Network - echo 114

Effective date Immediately

Description **Bell clients will have access to Canada's largest and fastest mobile network in November 2009!**

Back in October, 2008, Bell made a significant announcement about our strategic wireless investment in our third generation wireless network and confirming our path to 4G LTE wireless.

Today we announced that the HSPA+ (High Speed Packet Access) network will be available in November - in time for the holidays! HSPA+ joins the existing 3G EVDO network – already Canada's largest – to offer Canadians maximum worldwide coverage and maximum choice in devices. Delivering months ahead of the original deadline (to have it available in time for the 2010 Olympics in Vancouver), the largest HSPA+ deployment in North America will provide ultra fast high-speed mobile Internet access across 1.2 million square kilometers of land to over 93% of the Canadian population to almost 20,000 cities and towns across Canada.

Bringing to Bell a range of new smartphones, Turbo Sticks and other leading-edge mobile devices, the new HSPA+ network is the latest evolution of the GSM/HSPA mobile standard and supports peak download speeds of up to 21 Mbps and peak upload speeds of up to 5.76 Mbps.

To bring Bell clients the most wireless options, they will be able to choose between EVDO - already the dominant standard in Canada and across North America - and HSPA+, which is rapidly becoming the main platform with carriers around the world. Bell will continue to enhance its national 1xRTT/EVDO service, and while doing so, will overlay this industry-leading network with HSPA+ technology maximizing the latest-generation wireless options that we can offer customers across Canada. Canadians will also have the option of HSPA+ in most areas where EVDO exists today.

Bell clients will soon have access to the best devices available on 1xRTT/EVDO and

HSPA/HSPA+, the fastest speeds, global roaming and the best coverage.

This initiative supports Bell's goal – to be recognized by clients as Canada's leading communications company by delivering on key Bell strategic imperatives:

- Accelerate wireless.
 - Invest in broadband networks and services.
 - Improve customer service.
 - Achieve a competitive cost structure.
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Questions & answers

NETWORK

Q1. What is HSPA?

A1. HSPA (High Speed Packet Access) is the dominant high speed mobile network standard currently worldwide supporting download speeds of up to 14Mbps.

Q2. What is HSPA+?

A2. HSPA+ is the next evolution of HSPA network technology that offers faster speeds of up to 21Mbps.

Q3. What is the difference between HSPA and HSPA+?

A3. HSPA offers speeds of up to 14Mbps. HSPA+ is the next evolution of HSPA and offers speeds of up to 21Mbps.

Q4. Will Bell be launching an HSPA or HSPA+ network?

A4. Bell will be launching HSPA and HSPA+ nationally.

Q5. Is this a GSM network?

A5. No. Bell has jumped past the older GSM technology to the newer HSPA standard.

Q6. What will happen to the CDMA/1xRTT/EVDO network?

A6. Bell has invested over a billion dollars into the existing CDMA/1xRTT/EVDO networks and currently plans to invest in these networks. By offering CDMA/1xRTT/EVDO and HSPA/HSPA+, Bell will be able to offer our clients the best of both worlds. Bell is committed to offering the most wireless choice, the broadest selection of mobile phones and the best coverage.

Q7. How will Bell's HSPA/HSPA+ speeds compare to Rogers' HSPA/HSPA+ speeds?

A7. Bell and Rogers' HSPA will support speeds of up to 14Mbps and HSPA+ will support speeds of up to 21Mbps. Bell will have a larger HSPA/HSPA+ footprint than Rogers at launch.

COVERAGE

Q8. What kind of HSPA+ coverage will Bell have for launch?

A8. Bell clients have and will continue to have access to the largest high-speed network coverage across Canada and North America. At launch, Bell plans to offer HSPA coverage to 93% of the Canadian population.

Q9. How does our HSPA+ coverage compare to Rogers and Telus?

A9. Telus: As an extension of our existing CDMA network sharing agreement, Bell and Telus have partnered to build the HSPA+ network nationally. As a result, our coverage will be the same.

Rogers: Rogers' HSPA/HSPA+ coverage currently covers 78% Canadian population. At launch, Bell will offer over 93% Canadian population coverage with HSPA+ – that's close to 15% more of the population than Roger's HSPA network, and 4x larger than Rogers'

HSPA/HSPA+ network.

Q10. Will Bell offer international roaming?

A10. Bell will offer International roaming to its clients in over 200 countries for voice and more than 170 for data. Bell clients will be able to roam on GSM globally and UMTS/HSPA networks where device is compatible in select countries. The introduction of HSPA will also provide clients with greater device selection for roaming.

Q11. Will Bell offer as many International roaming destinations as Rogers & Telus?

A11. Yes. Bell will offer roaming in as many countries as Rogers & Telus.

Q12. Which carriers in the US currently offer HSPA coverage?

A12. AT&T and T-Mobile offer HSPA coverage in the US today.

Our recent announced agreement with AT&T will enable Bell clients to access AT&T's GSM and HSPA wireless networks in the US. AT&T is currently the largest GSM and HSPA operator in the US.

DEVICES

Q13. Will my current Bell device work on the new HSPA+ network?

A13. No. Bell clients with 1xRTT/EVDO devices today will continue to have access to the 1xRTT/EVDO network which is the largest high speed network across Canada today as well as competitive pricing and compelling features. Current Bell devices will not work on the new network. When a new evolution of a network is launched, devices are not typically forward compatible. They will continue to run on the existing CDMA/1xRTT/EVDO networks.

Q14. Will all HSPA devices support speeds of up to 21Mbps?

A14. Although our HSPA+ network will support speeds of up to 21Mbps, it is the device that will ultimately dictate the speed capabilities. A smartphone may support speeds of up to 7.2Mbps and a Turbo Stick can offer speeds of up to 21Mbps.

Q15. Will we offer dual network support (i.e. have our devices operate on our EVDO and HSPA networks in Canada)?

A15. No. The devices offered will operate on one of the networks but not both (meaning they will not be capable of switching between one or the other in Canada).

Q16. Will Bell HSPA devices be backwards compatible with GSM?

A16. Yes. Bell HSPA devices will be backwards compatible on GSM internationally where HSPA networks are not available; however, Bell will not have its own GSM network. GSM networks outside of Canada will be accessible by our devices. Since the HSPA+ network will be available across Canada, there is no need to 'fall-back' onto another network.

Q17. Will HSPA devices be more expensive than EVDO devices?

A17. No. The price of a device, regardless of the network it supports, is based on a few variables including the device capability (what features it supports) and manufacturer costs to Bell. Bell will continue to offer devices in a variety of price ranges to meet market demands.

Q18. Will clients be able to upgrade from an EVDO device to an HSPA device?

A18. Clients looking to upgrade from their current EVDO device to an HSPA device can do so using the same hardware upgrade process that Bell may offer from time to time. Clients can use hardware loyalty credits that Bell may make available from time to time or purchase a new device outright.

COMPETITIVE UPDATES

ROGERS

Q19. Where will Rogers HSPA+ coverage be available?

A19. On September 14, Rogers announced their launch of HSPA+ in 5 cities across Canada (Vancouver, Calgary, Toronto, Ottawa, Montreal) only through the GTA. National timing and roll out details are not available.

Q20. How many HSPA devices will Telus have at launch?

A20. Since we are extremely competitive with all carriers in Canada, we have no line of sight into their upcoming hardware line-up; however Bell will be offering a broad range of HSPA devices at launch.

Q21. Will Telus have an HSPA network at launch?

A21. Since Bell and Telus are in a network sharing agreement, Telus clients will enjoy the same coverage and speeds in Canada as Bell clients within our network build areas.

Reference

For complete press release information, refer to www.bell.ca.
