



For Immediate Release

Bell Small Business Makeover Contest winner announced

Winner celebrates Small Business Week with more than \$33,500 in prizes from Bell and partners

Toronto, October 24, 2008 – Bell, a leading provider of products and support for small businesses, today announced the winner of the first Bell Small Business Makeover Contest to celebrate Small Business Week (October 19-25).

Prize winner Jenny Faucher, owner of the association and event management company Managing Matters Inc., has been awarded more than \$33,500 in prizes from Bell and partners including state-of-the-art telecommunications products and services, office equipment and supplies and executive development training.

“It’s a great feeling to be the winner of the first Bell Small Business Makeover Contest.” said Ms. Faucher from her Toronto office. “Owning and operating your own business is hard work and opportunities like this are wonderful and really support small business in Canada. I’m especially looking forward to using tools like Bell’s Conferencing Package to bring me and my clients closer together. I can’t thank Bell and the supporting partners enough for their generosity.”

“Small businesses are an integral part of economic development in Canada” said Peter Kerr, Vice President of Marketing for Small and Medium Business at Bell. “As a leading service and product provider for small business, Bell understands the effort and dedication the owners and managers put in to make their businesses succeed. We’re proud to offer Ms. Faucher these great prizes and a full office makeover.”

The contest ran from September 22 to October 14 and was open to all small businesses in Ontario and Quebec. Entrants registered at smbcontest.bell.ca where they were asked to explain why they need an office makeover in 250 words or less.

For more on Managing Matters, Inc. please visit managingmatters.com

For more on Bell’s solutions for small and medium businesses please visit bell.ca/smb

About Bell

Bell is Canada's largest communications company, providing consumers with solutions to all their communications needs, including telephone services, wireless communications, high-speed Internet, digital television and voice over IP. Bell also offers integrated information and communications technology (ICT) services to businesses and governments, and is the Virtual Chief Information Officer (VCIO) to



small and medium businesses (SMBs). 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. For information on Bell's products and services, please visit bell.ca. For corporate information on BCE, please visit bce.ca.

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