



# News Release

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For immediate release

## **Bell Mobility offering Asian Television Network mobile video**

**TORONTO, December 5, 2007** – Bell today announced the launch of exclusive new mobile content from Asian Television Network (ATN), Canada's largest South Asian broadcaster, on Bell Mobility phones. ATN content includes breaking news, Bollywood updates, cricket scores and results, music video clips with celebrity interviews.

"We are delighted to partner with Bell Mobility and establish ATN as the first broadcaster to offer mobile video content of interest to Canada's South Asian community," said Shan Chandrasekar, President and CEO of ATN.

"Bell is focused on providing clients with a personalized wireless experience, and delivering exclusive cultural content is a cornerstone of this strategy," Andrew Wright, Director of Business Development for Bell Mobility. "Partnering with ATN to deliver news, sports and entertainment to Canada's South Asian community is the latest example of our unique approach."

ATN is available on any Bell mobile phone that supports video. For more information on ATN mobile content, please visit [bell.ca/wireless](http://bell.ca/wireless).

ATN television channels are also offered through ExpressVu digital television from Bell. Channels include the flagship ATN Channel, with the best of programming from ZEE TV and Star Plus, B4U Movies, Alpha Etc Punjabi, JAYA TV in Tamil, SONY Entertainment Television Asia, ARY Digital Network in Urdu, New Delhi Television 24x7 and CBN. For more information, please visit [bell.ca/tv](http://bell.ca/tv).

Bell has an extensive mobile video and television offering, including live programming from networks such as CBC Newsworld, episodes of popular shows such as The Hills, and video clips of news, sports, weather and entertainment. For more information, please visit [bell.ca/wireless](http://bell.ca/wireless).

### **About ATN**

ATN operates 14 channels and has programming alliances with international broadcasters. ATN is Canada's largest distributor of world-class cricket. ATN also operates ATN-Asian Radio on XM 159, the first and only 24-hour South Asian radio service across Canada and the US. For more details on ATN, please visit [www.asiantelevision.com](http://www.asiantelevision.com).

**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 Communications 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 [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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