

BELL SOUTH ASIAN FESTIVAL GEARS UP TO CELEBRATE MAY SOUTH ASIAN HERITAGE MONTH

Toronto, April 8th 2009 – The South Asian Festival is pleased to announce Bell as title sponsor of the event, which will bring the best in entertainment to the community during the South Asian heritage month of May.

The Bell South Asian Festival is set to take place at the International Centre in Mississauga on May 16 and May 17 from 11 am to 11 pm.

“Our partnership with Bell is a very positive step as it enables the festival to grow and offers Bell the means to support the South Asian community more directly,” said Mr. Kumaran Siva, the event manager.

“Canada is proud of its vibrant mosaic of cultures and ethnicities and few shine as brightly as the South Asian community,” said Neeraj Sharma, Vice President at Bell Mobility. “Bell is honoured to be part of this festival marking South Asian Heritage Month and celebrating the community’s rich culture, accomplishments and contributions to Canada.”

Bell has also supported the South Asian community through its involvement in events like the Vancouver International Bhangra Celebration, a week-long festival showcasing the sounds and beauty of Bhangra, and the 2008 Unforgettable Tour, featuring the very best talent Indian cinema has to offer.

The South Asian Festival is in its fifth year and has grown to be the largest of its kind, bringing together the major South Asian communities. CMR FM 101.3, the presenters, have perfected the use of Cross Cultural program format to enable interaction, appreciation and sharing of the various cultures, food and arts between the various communities they serve.

Entertainment with horizontal reach such as Circus, Magic, Fashion Shows, Cultural Dances, Bollywood and Fusion Dances make sure the attendees share entertainment that can be enjoyed by all.

The Festival also presents dedicated concerts that cater to the Indian and Pakistani community with headliners from the South Asian sub-continent. This ensures that dedicated performances are presented in languages that have a vertical reach in each community.

More than 1,000 artists are set to perform over the course of the event on two main stages.

No matter what you’re looking for, Bell South Asian Festival 2009 has it! Non-stop South Asian, International entertainment, local talent, dancing, fashion, singing, magic, circus acts, martial arts, outdoor rides, exhibitions of products and services from a vast array of business lines and a choice of delectable South Asian foods.

Plan your days now and bring the family out for a wonderful weekend of culture only at the Bell South Asian Festival 2009. Enjoy a full day of fun.

For further information on the festival please visit www.thesouthasianfestival.com

For media inquiries please contact Mr. Ragavan Paranchothy at 647-221-0263

About CMR

CMR serves in 22 different languages reaching an audience of over a million people in the GTA. The majority of its service is directed at the larger South Asian community in Punjabi, Hindi, Urdu and Tamil. CMR has triumphed as the most listened to South Asian Radio in the GTA.

About Bell

Bell is Canada's largest communications company, providing consumers with solutions to all their communications needs including Bell Home Phone local and long distance services, Bell Mobility and Solo Mobile wireless, high-speed Bell Internet access, Bell TV direct-to-home satellite and VDSL television, 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. Bell is wholly owned by BCE Inc. For information on Bell's products and services, please visit www.bell.ca. For corporate information on BCE, please visit www.bce.ca