



# News Release

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For immediate release

## **Bell Canada and *TV Guide* delivering digital television listings and entertainment news at Sympatico.MSN.ca**

**TORONTO, November 30, 2006** –Bell Canada and Transcontinental Media today announced the availability of *TV Guide* television listings, programming updates and other new online television content at Sympatico.MSN.ca, Canada's most popular online destination.

Montreal-based *TV Guide* publisher Transcontinental Media recently announced its plans to transform the venerable *TV Guide* magazine into a free web-based publication at [www.tvguide.ca](http://www.tvguide.ca). Available across Canada at Sympatico.MSN.ca, the new *TV Guide* online publication offers timely and detailed television listings, region-specific programming lineups and updates, and the same highly-consulted and original editorial content, entertainment news and commentary readers have come to rely on from Canada's most recognized and trusted brand for TV information.

"Daily users of Sympatico.MSN.ca will find *TV Guide*'s detailed TV listings, news and entertainment features a perfect match to the current menu of in-depth and timely editorial coverage of celebrities, music, sports, entertainment and TV news available on Sympatico.MSN.ca," said Gary Anderson, Vice President, Consumer Internet Service at Bell.

"*TV Guide* has served Canadians as the leading source of TV listings and entertainment news for the last 30 years, and will continue to do so as it evolves with the online landscape," said Natalie Larivière, President of Transcontinental Media. "Aligning Canada's most respected source for TV listings and information with the country's number-one Internet portal is a win-win partnership. We're thrilled to work with Bell to make our unique [www.tvguide.ca](http://www.tvguide.ca) offering part of the wealth of information services available to Canadians at Sympatico.MSN.ca."

Visitors to [www.tvguide.ca](http://www.tvguide.ca) will discover unique editorial content– print and video – which includes an 'Ask The Expert' section for everything you want to know about TV, from theme songs to who played a second-string recurring character, as well as TV trivia, DVD reviews and TV ratings where Canadians can compare their viewing habits to what Americans are watching.

[www.tvguide.ca](http://www.tvguide.ca) also includes unique editorial and video content:

- *News*: Updates on television watching and television shows including schedule changes, castings and new shows, as well as interviews with TV stars and video interviews;
- *Soaps*: News and video interviews with soap stars as well as daily snapshots of soap storylines;
- *Reality*: Video exit interviews with contestants who've been booted off a show as well as weekly updates on the major reality shows;
- *Comments*: Twice a week, senior TV Guide writer and critic Greg David will post a column to spark a dialogue with readers, and invite them to share comments;
- *Daily Watercooler*: A look at last night's most talked about shows: what was great, what was terrible, did the show just jump the shark?

### **About Sympatico / MSN**

Sympatico.MSN.ca is Canada's most popular online destination with 19 million unique visitors experiencing its entertainment, information and communication services a month. The portal brings together Bell Sympatico's Web content and broadband services with MSN's popular Hotmail, Messenger and Search services. Bell Sympatico is Canada's leading ISP, while MSN and Windows Live Messenger are used by more Canadians than any other instant messaging service and MSN Hotmail is the leading Web-based email service. Sympatico.MSN.ca also delivers exclusive content to Sympatico High Speed Internet service subscribers, as well as value-added services such as MSN Premium.

### **About Transcontinental Media**

The fourth-largest print media group in Canada, with more than 3000 employees and annual revenues of \$555 million in 2005, Transcontinental Media is the country's leading publisher of consumer magazines and of French-language educational resources as well as being the largest publisher of community newspapers in Eastern Canada. It publishes the weekday daily *Métro* in Montreal, owns a number of digital business units, and is also, through Publi-Sac, Quebec's leading door-to-door distributor of advertising material.

Transcontinental Media is a subsidiary of Transcontinental Inc. (TSX: TCL.A, TCL.B), which has more than 14,000 employees in Canada, the United States and Mexico and reported revenues of C\$2.2 billion (US\$1.9 billion) in 2005.

### **About Bell Canada**

Bell Canada is Canada's national leader in communications with 28 million customer connections across the country. The company provides consumers with simple 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), and for corporate information on BCE, please visit [www.bce.ca](http://www.bce.ca).

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