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For Immediate Release

New Directors elected to the Bell Fund Board of Directors

Two vacancies on the Bell Fund's Board of Directors were filled at the recent meeting of the Board held on June 10, 2005 in Banff, with the election to the Board of Ms. Suzanne Guèvremont and Mr. Jacques Labelle.

Suzanne Guèvremont has been the Director General of the *Centre National d'Animation et de Design* since 1999 and is the immediate past president of the Alliance numériQc.

Jacques Labelle is the Managing Partner of Ricochet Branded Content, a Cossette Group unit. Before founding Ricochet, Mr. Labelle served as Vice-President Creative Director for Cossette Communication Marketing in Montreal.

Ms. Guèvremont and Mr. Labelle bring to the Board expertise in new media business, training and marketing, areas which have been identified by the Board as requiring further development and support.

The other members of the Board of Directors include: Paul Hoffert (Chair), Chris Frank (Vice-Chair), Veronica Holmes, Lucie Lalumière, Ken Murphy, Catherine Warren and Bart Yabsley.

The Bell Fund provides grants to Canadian independent producers who develop and produce outstanding television content complemented and enhanced by excellent interactive content designed for digital delivery. These new media projects reflect state-of-the-art technology and are helping traditional television producers and broadcasters to discover the value added benefits of an interactive presence.

The Bell Broadcast and New Media Fund receives annual contributions of approximately \$5.5 M from Bell ExpressVu as part of its broadcast distribution undertaking (BDU) contributions to the industry. In addition, the Development Program is supported by the interest generated by a \$10M endowment resulting from BCE-CTV benefits. The Bell Fund is incorporated as a not-for-profit organization, governed by an independent Board of Directors representing various sectors of the television and new media industry.

The Fund is administered by the Independent Production Fund.

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