

Reset our cost structure

In our highly competitive marketplace future success will be determined not only by superior customer service, but also by greater efficiency and profitability.

We will be more efficient as an organization through better prioritization. We will invest where the returns are the greatest, stop spending where we don't need to, and ensure we have the right number of people engaged to implement our five strategies for success.

Becoming leaner, more cost-effective

We have modified our organizational structure to be more nimble, more competitive and more sustainable. We have restructured our management team around function rather than geography and eliminated 500 management positions. Now, one senior executive is exclusively responsible for each area of our business and is accountable for activities across Bell Aliant, rather than only Atlantic or Central regions. This new structure moves all employees closer to the customer adding greater accountability, and speeding up the decision making process. Our new organization is flatter, leaner and more cost-effective, allowing us to deliver results to our customers faster.

We have prioritized our capital spending to focus our investments more on growth areas – and we have brought overall capital spending down, closer to best-in-class performance. In 2009, our focus will be on expanding our broadband networks and supporting customer experience improvements.

Strengthening our relationship with Bell

We will continue to build upon the strong relationship we have with Bell Canada. As strategic partners, we work closely sharing ideas, introducing new technology and operating our networks. Through the partnership, we are able to round out our suite of communications and entertainment services with Bell Mobility and Bell TV™. Bell's scale also helps us reduce our costs by giving us access to shared technologies and preferred prices from vendors.

