



press release
Paris, November 18, 2009

Orange cinema series celebrates its first anniversary

- 324,000 subscribers for the Orange cinema series offer, with nearly one out of every two subscribers using catch-up TV
- exceptional programming in November and December
- historic agreement with French cinema professionals

On November 13, 2009, for its first anniversary, **the Orange cinema series bouquet had 324,000 subscribers**, with similar audience levels across each of the five channels offered.

Orange cinema series stands out thanks to the large number of original and innovative features offered (multi-screen, catch-up TV, start over), which have changed TV consumption habits and are having real success with subscribers. In this way, **nearly 50% of our subscribers use catch-up TV** (films or series on demand) and watch 6.7 videos each month on average. This consumption on demand is focused primarily (70%) on American series.

Orange cinema series is:

- Orange ciné max, the channel for the spectacular, with previously unreleased films and series
- Orange ciné happy, the channel for the whole family
- Orange ciné choc, the channel for 100% adrenaline
- Orange ciné novo, the channel for independent cinema and pioneering series
- Orange ciné géants, the channel for legendary films

The five channels from the Orange cinema series bouquet are celebrating their first year with a festival of exclusive films and previously unreleased series throughout November and December.

- Many exclusive films: from *The Dark Knight*, *Quantum of solace*, Woody Allen's *Vicky Cristina Barcelona*, *Le petit Nicolas*, *Micmacs à tire-larigot* to *Gainsbourg, vie héroïque*
- Previously unreleased series with *True Blood* (Season 2), *Hung* or *Bored to death*.
- Original themes such as a Woody Allen cycle and a focus on New York, Marx Brothers, George Cukor, Fred Astaire and musical evenings...

Orange cinema series is delighted to have been able to seal, at the time of this first anniversary, an ambitious and innovative agreement with the organizations representing French cinema professionals.

This agreement confirms a common vision of audiences' new uses and expectations, as well as a strong and lasting commitment by Orange cinema series alongside professionals, supporting French and European cinema in all its wealth and diversity.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 126 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros (38.1 billion euros for the first nine months of 2009) and at 30 September 2009, the Group had a customer base of almost 190 million customers in 32 countries. These include 128.8 million mobile customers and 13.4 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information: www.orange.com, www.francetelecom.com, www.orange-business.com

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