



MARTIN JOHNSON UNVEILS HIS ALL-TIME XV AT THE ORANGE RUGBY WORLD CUP 2007 PREVIEW EVENT

London – 31 July 2007: Former England Rugby World Cup winning Captain Martin Johnson today launched Tournament Sponsor Orange's Rugby World Cup 2007 campaign by revealing his favourite team line-up of the last generation, at Orange's exclusive Rugby World Cup 2007 Preview event.

The XV, who have close to a thousand international caps between them, features five New Zealanders, three Englishmen, three Frenchmen, two South Africans, one Australian and one Welshman.

The team in full is:

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| 1. Jason Leonard - ENG | 9. Gareth Edwards - WAL |
| 2. Sean Fitzpatrick – NZ | 10. Jonny Wilkinson - ENG |
| 3. Jean-Pierre Garuet – FRA | 11. Jonah Lomu - NZ |
| 4. Frik Du-Preez - SA | 12. Danie Gerber - SA |
| 5. Colin Meads - NZ | 13. Philippe Sella - FRA |
| 6. Richard Hill – ENG | 14. Joe Roff - AUS |
| 7. Michael Jones - NZ | 15. Serge Blanco - FRA |
| 8. Wayne Shelford - NZ | |

Johnson, who is Orange's official ambassador at the RWC 2007, said: "I had great fun choosing my all time XV, but it wasn't easy and there were lots of players who I wanted to include but couldn't. This XV comprises all the attributes of the best teams in history - incredible skill, power, technique, balance and sheer desire to win, something which I'm sure every team will be looking to replicate at this summer's tournament."

Today's launch, which saw 250 lucky rugby fans given the chance to meet Johnson and the Webb Ellis Cup at an exclusive event in central London, also featured a Rugby World Cup 2007 preview show with former legends of the game Jonathan Davies, Sean Fitzpatrick and Will Greenwood.



The former players discussed the home nation's chances of success at the tournament and the players to look out for.

Johnson will be the Orange rugby correspondent on the ground in France. He will be writing weekly blogs on www.orange.co.uk and filming mobile video diaries featuring exclusive behind the scenes footage of his experiences at the tournament for both the Orange website and the Orange World WAP mobile portal.

Hattie Evans, Head of Partnerships & Entertainment Brand Marketing, Orange UK commented, "Martin Johnson is one of the most respected players in the history of the game, so we're delighted that he'll be sharing his thoughts and insights on the matches for Orange customers in the UK. We really look forward to bringing the passion and excitement of the Rugby World Cup 2007 to all our customers, and hopefully Orange World and www.orange.co.uk will give fans unable to get to France a feast of World Cup content."

Orange customers will be able to access all the latest exclusive Rugby World Cup match highlights, news and interviews straight from their phone, throughout the tournament, by texting RUGBY free to 247.

Orange will also be hosting Johnno's blog, RWC news and views, Click and Drop Rugby web game, and the exclusive Orange Rugby podcast., all at www.orange.co.uk, keeping everyone up to date.

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About Orange

Orange is a key brand of the France Telecom Group, providing mobile, broadband, fixed, business and entertainment services across Europe. It is one of the world's leading telecommunications operators with more than 150 million customers on five continents.

In June, 2006, Orange became the single brand for mobile, broadband and multi-play offers. In addition, Orange Business Services became the new banner for business communications solutions. Orange Business Services is present in 166 countries with network reach in 220.

In the UK, Orange provides high quality GSM coverage to 99% of the UK population. At the end of March 31 2007, Orange had over 16.5 million customers in the UK - 15.1 million active mobile customers and over 1.5 million Internet customers.

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