



press release  
Paris, 4 September 2007

## Orange is kicking off for the Rugby World Cup 2007, with action-packed events at all the grounds from 7 September!

- The "Open Wall" event will mark the beginning of the festivities, in the Rugby Town village at the Place Trocadero in Paris. Other host cities will not be neglected ... specific events are also programmed for their rugby villages.
- A large-scale advertising campaign featuring Fabien Galthié and Zinedine Zidane was launched on 28 August and the main film will be screened at the opening match of the Rugby World Cup 2007 on 7 September.
- The official Rugby World Cup 2007 content will be exclusively accessible on Orange mobile phones, and several exclusive, non-official programmes will be available on Orange Sports, the new sports channel on Orange TV, starting 7 September as well.

Official sponsor of the Rugby World Cup 2007, official provider of telecoms solutions and holder of the exclusive mobile rights for Europe, Orange is putting all its expertise into providing events for the public during the competition, and new services and programmes will be available to its customers so that they can fully participate in this great festive event.

### The Orange Open Wall: a wall of rugby balls at the heart of Paris

With the Open Wall, Orange will unite old and young in a festive event to celebrate rugby and the beginning of the competition. Set up at the Trocadero fountains in Paris, the Open Wall is made up of 1 000 orange and black rugby balls, and stands 6 metres tall. **This is the biggest wall of rugby balls ever created and it will be on view on 7 and 8 September.**

On 8 September, Orange is organising a "ball release" symbolising the launch of the Rugby World Cup 2007, and hundreds of rugby balls from the wall will be distributed to children at noon. Personalities from the world of rugby will also be on hand to autograph the balls.

Faithful to its commitment to professional rugby (Orange is a partner to the French National Rugby League, the French Rugby Federation and the French XV), but also to amateur rugby, Orange hopes that this event will help communicate its passion for rugby and promote it as a game. Young players from junior rugby teams are being specifically invited to participate in it.

### Fabien Galthié and Zinedine Zidane: when oval meets round

Orange's advertising campaign, produced by the agency Publicis, features two exceptional ballsport players: Fabien Galthié and Zinedine Zidane!

To illustrate its promise "You a part of it", Orange has decided to bring to life the experience of one of France's favourite personalities: Zinedine Zidane. So in this campaign, Fabien Galthié is going to initiate Zinedine Zidane into the rules of the oval ball!

In the first phase of the campaign (five 15-second teasers), Zinedine Zidane prepares for the event and takes us deep into the heart of the world of rugby: he goes behind the scenes and learns the rules and the main moves (the drop goal and various forms of tackle). In a second phase, he enters into the skin of a rugby player and plays in a rugby match with Fabien Galthié as his coach.

After these teasers (on TV from 28 August to 6 September) will come two 60-second spots: the first - showing Fabien Galthié and Zinedine Zidane on their way to their rugby match - will be broadcast once only, before the opening France / Argentina match; the second - featuring the rugby match itself - will be broadcast for the first time during half time of that same match and throughout the period of the Rugby World Cup 2007.

The first videos are already available on [www.orangerugby.fr](http://www.orangerugby.fr).





You're a part of it: with Orange, experience the World Cup on all the fields!

#### Events in the host cities ...

Orange is linking up with the host cities to make the Rugby World Cup 2007 a real celebration. In particular, Orange will be present in the rugby villages set up by the cities of Toulouse, Nantes, Bordeaux, Lyon, Lens, Lille and Paris: demonstrating services and presenting rugby programmes available on Orange mobile, Internet and TV, competitions, prizes (balls, jerseys signed by the French XV, match tickets etc).

#### Content on all media, for all, and for all tastes!

As the exclusive holder of the mobile rights, Orange will help all its mobile customers to be at the heart of events via videos, MMS and SMS alerts and an official WAP mini-site. From 7 September, customers will also be able to access roundups of the best moments after each match, daily analyses, specific information on their favourite teams, "Man-of-the-Match" specials, updated results tables: in other words all the highlights and essential information on the Rugby World Cup 2007!

Apart from broadcasting this official content, Orange is honouring rugby on all its mobile, Internet and TV platforms and is offering all fans of the oval ball - whether expert or novice - reports, broadcasts, forums, games and events on and about rugby. So on 7 September, meet us:

- on orange.fr, orange.co.uk and orange.ro, to play your own Rugby World Cup 2007 game with "Virtual Rugby World Cup by Orange", accessible in multi-player mode;
- on jds.orange.fr, - "Le Journal des Supporters" (the supporters' diary) - to share views on rugby, impressions and emotions with thousands of Internet users and sports and TV personalities (Emile N'Tamack, Natalie Dechy, Thierry Roland etc) and win seat for one of the semi finals ;
- on Orange TV to discover the new Orange Sports channel and brand new rugby programmes: "Coup de sifflet" (Ref's Whistle), "7 semaines derrière la porte" (Seven weeks with Bernard Laporte), "Le rendez-vous des experts" (Meet the experts), legendary matches with ESPN, documentaries on the French XV etc.

#### 118 700<sup>1</sup>: international information for English speakers and a dedicated service for rugby supporters

On the occasion of the Rugby World Cup 2007, 118 700, the international information line, is now in English, enriched with new services for foreign rugby supporter visitors. Tourists can thus obtain information relating to the competition: stadium addresses, match timetables etc, and also more practical information such as hotels, restaurants, bars, discotheques etc located close to the stadiums.

#### About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 163 million customers in five continents as of June 30, 2007, of which two thirds are Orange customers. The Group had consolidated sales of 51.7 billion euros in 2006 and 25,9 billion euros for the 1st semester of 2007. At June 30, 2007 the group had 102.5 million mobile customers and 10.5 million broadband internet (ADSL) customers.

Launched in June 2005, the NEXt program (New Experience in Telecommunications) will enable the Group to pursue its transformation as an integrated operator and make France Telecom the benchmark for new telecommunications services in Europe. In 2006, Orange became the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates, and Orange Business Services the banner for services offered to businesses worldwide. France Telecom is the number three mobile operator and the number one provider of broadband internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies.

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

For more information: [www.orange.com](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

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<sup>1</sup> €3/call from a landline.

