



Press release
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Orange portals go green

- orange.fr launches its environmental internet channel on 1st April
- The ecological film, *The 11th Hour* by Leonardo DiCaprio will be screened exclusively on Orange TV and available on orange.fr for its direct-to-VOD (Video on Demand) release

For the Sustainable Development Week in France and as part of the extension to its partnership with WWF, on 1st April Orange is enhancing its content offer by launching **an internet channel entirely devoted to the environment** : featuring news, special report on the environment in Europe, photos, videos, practical advice, blogs and internet participation on [orange.fr](http://environnement.orange.fr) (<http://environnement.orange.fr>) and shortly on **Orange World** for mobile users.

The channel will also feature environmentally-related events such as the release of the documentary film *The 11th Hour*. Produced, written and commented by Leonardo DiCaprio, the film features current images and interviews with experts to present an overview of the human footprint on the planet and come up with some possible solutions.

Orange has teamed up with Warner to screen *The 11th Hour* exclusively from 1 - 30 April 2008 on Orange TV for its direct release on VOD. The film is also available both on VOD and via electronic sell-through (EST) on Orange's 24/24 Video service.

In addition to *The 11th Hour*, Orange will also be featuring a selection of environmental films, including: *Vu du Ciel*, *L'Odyssée Sibérienne*, *Planète en Danger*, *Du Sucre et des Fleurs*, *Cap sur la Terre*, and as of 8 May, *Earth*, the Gaumont film sponsored by Orange for its recent cinema release.

These Group initiatives demonstrate the environmental responsibility France Telecom & Orange show, with some 170 million customers around the world. The Group strives to control its use of energy and other raw materials, and to take environmental concerns into consideration in all its businesses. Furthermore, France Telecom and Orange's products and services help to protect the environment as they reduce physical transport of people, goods and the use of paper, all of which reduces pollution. Emailing is, for instance, an alternative to printing out a sending documents. Video and audio conferencing are other ways that transport can be substituted. Remote work also allows more than 1 million Business Everywhere customers around the world to work wherever they are without needing to travel into the office.

For more information on the Group's corporate responsibility and sustainable development policies:
http://www.orange.com/fr_FR/responsabilite/environnement/

About Orange

Orange is the leading brand of France Telecom, one of the world's major telecommunications operators. France Telecom had more than 170 million customers over five continents at the end of 2007, including two-thirds under the Orange brand. The Group generated a consolidated turnover of €52.9 billion in 2007. On 31 December 2007, the Group had 109.6 million mobile customers and 11.6 million broadband customers.

The NExT program was launched in June 2005 (New Experience in Telecommunications) and enables the group to continue its transformation into an integrated operator in view of positioning France Telecom as the benchmark operator in new telecommunication's services in Europe. In 2006, Orange became the exclusive group brand for Internet, television and mobile services in most countries penetrated by the group. In parallel, Orange Business Services has been positioned as the brand used for corporate services internationally. France Telecom is the third ranked mobile operator and the n° 1 provider of ADSL Internet access in Europe and is among the world leaders for telecommunication's services for multi-national companies.

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

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

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