



Amman, 4 September 2007

Jordan Telecom Group and France Telecom celebrate Orange rebranding in Jordan

Didier Lombard, Chairman and CEO of the France Telecom group, was in Amman from September 3 to 5 to celebrate the transition of all of Jordan Telecom Group's fixed, mobile and internet offers to the single Orange brand. During his visit, he met local authorities and members of the Government, and reaffirmed France Telecom's strong involvement in Jordan, where the group has invested more than €350 million since 2000. Didier Lombard also announced the creation of a Technocentre department in Amman. During a joint press conference, Didier Lombard and Dr. Shabib Ammari, Chairman of the Jordan Telecom Group, presented the outlook for and ambitions of the Orange brand in Jordan and in the Middle East region.

A single brand for simple and convergent services

As in most of the countries where the France Telecom group is present, Jordan has chosen to use the Orange brand, one of the world's leading brands (encompassing 108 million customers worldwide), which was created in 1994. Didier Lombard said, "This development marks an important stage in the group's development in Jordan and will enable us to offer the people of Jordan simple and convergent services that are designed to facilitate their daily lives". Dr. Shabib Ammari, Chairman of the Jordan Telecom Group, told journalists: "We are delighted to be joining the Orange family. I am convinced this new page in the history of Jordan Telecom Group will enable us to further strengthen our position thanks to the extraordinary potential of the Orange brand and the expertise of our strategic partner France Telecom."

Nearly 2.5 million customers under the Orange brand in Jordan

Launched in the spring of 2007, the rebranding of the entire Jordan Telecom Group offering under the Orange brand was carried out in several stages: May saw the rollout of a campaign to familiarize Jordanians with the Orange brand, followed by the rebranding of the internet offering in June, landlines in July and mobiles services in August. All of the nearly 2.5 million customers of the Jordan Telecom Group have now moved over to the Orange brand. Fifty stores will be Orange rebranded by the end of this year.

A new Technocentre department for Amman

Didier Lombard also announced the creation of a Technocentre department in Amman, which will join the group's international network of Orange Labs. The new Technocentre will open its doors in the Autumn. Bringing together researchers, marketing specialists and network engineers, the Amman Technocentre's role will be to design and market new products for the entire France Telecom group, in Jordan as well as other countries where the group is present. It will enable all Jordanians to benefit from the expertise and engineering of the group's teams, particularly in the field of convergence.





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, www.francetelecom.com, www.orange-business.com
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About Jordan Telecom Group:

In 2000, France Telecom became a strategic partner of Jordan Telecom and gradually increased its share in the Group until it became the majority shareholder with 51% of the share capital. Jordan Telecom was created in 1971 under the name "Telecommunications Corporation", which was then totally owned by the Jordanian government. In 1997 the corporation was privatized and became Jordan Telecommunications Company, providing fixed line services. Jordan Telecom Group decided in 2006 to integrate its fixed, mobile, Internet and content, businesses and its wholesale offering under the Jordan Telecom Group to create an integrated operator in Jordan. The Jordan Telecom Group now serves nearly 2.5 million customers providing integrated communication technologies at affordable prices. In 2007, the Jordan Telecom Group adopted the Orange brand for all its services as part of a strategic plan aimed at providing Jordan with world class services.

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