



Press release
Paris, 1st July 2008

Orange Launches New Vision and Brand Campaign

First integrated global brand campaign - Premiers in UK on July 5th with new "I am" film

Orange today unveiled a new global brand vision and campaign which reflects the company's transformation into one of the world's leading providers of digital communications. The vision, expressed in the statement: "together we can do more", will be brought to life in the company's largest ever global integrated campaign to be launched across Orange's worldwide markets starting on the 5th July 2008 in the U.K.

At its heart is the idea that today we live in a digital world where borders between people and places are being pushed away. This changes the way people connect within society letting us share ideas and collaborate to achieve more than we could alone. As a pioneer of digital technology, Orange has responded to this change. Bringing people together is why Orange is here in the first place. Orange deals with and empowers relationships; they define who we are today and what we can become and achieve in the future.

The campaign, created for Orange by Publicis Groupe and executed by Fallon, will be rolled out in the UK on 5th July, followed by Switzerland, Poland, Romania, France, Slovakia, Spain, Africa and the Middle East in the following months.

"The Orange brand was originally developed for one technology in one market – mobile telephones in the U.K." says Caroline Mille, Senior Vice President, Brand and Communications. Orange. "Today, just 14 years later, the brand now spans a range of technologies (internet, T.V content) and reaches consumers in 26 countries, covering very different cultures. Thanks to its global enterprise services, Orange also has operations in most markets around the world. Since 2006 it has been the key brand of the France Telecom Group and now includes mobile, internet and TV services plus content associated with these three platforms. Despite this change, the brand has lost none of its strength, staying true to its original values which have become the values of the whole Group. The new brand vision allows us to truly communicate everything that Orange now stands for".

France Telecom has 170 million customers, of which are 120 million are under the Orange brand. The Orange brand was ranked 50th most valuable brand in Millward Brown's recent global brand survey, an increase of 17 places on the 2007 survey.

"The Publicis Groupe is supporting this exceptional brand and campaign with star agencies from across the group's various networks" said Maurice Levy, Chairman and CEO, Publicis Groupe.
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Global Campaign

The launch film will be available in a 60, 40, 30 and 20 second formats and various outdoor executions for press use.

Detailed U.K roll-out

The first wave of the campaign consists of a series of statements from an individual about the people and experiences that made them who they are. The campaign launches on Saturday July 5th with the 60-second "I Am Everyman" ad - a voiceover and a seamless snaking camera shot that takes us through the

sum of our narrator's experiences – the good times and the bad. The girls he's kissed. The one's he's yet to. The teacher who failed him and the friend that picks him up when he's down. UK customers can find out more at www.i-am-everyone.co.uk

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 172 million customers in five continents as of March 31, 2008, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007 (13 billion euros at March 31, 2008). As of March 31, 2008, the Group had 111.9 million mobile customers and 12 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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