



press release
Paris, 19 September 2008

ONE becomes Orange in Austria

The Austrian mobile operator ONE, owned by Mid Europa Partners (65%) and France Telecom (35%), today announced the launch of Orange on Monday, 22 September. Austria will thereby become the second country in a week to join a community of 27 other Orange countries representing over 115 million customers following the launch of operations in Kenya under the Orange brand last Wednesday.

Orange will set ONE on a new stage of its development bringing them the full benefits of one of the world's leading brands. All elements of the new brand will be deployed over the weekend throughout the 90 Orange stores and 1,700 dealers across Austria. All points of contact between Orange and the customer, such as the network, invoices, call centres and the Internet portal www.orange.at, will be re-branded under the Orange identity.

a strong player in the Austrian market

In Austria, ONE is currently the third largest mobile operator with two million customers and a market share close to 20 per cent. It has already built up a solid reputation with a focus on customer-friendly offers and growth through innovation. It has been a pioneer in mobile entertainment with groundbreaking offers in music, gaming and TV. Since October 2007 when Orange consolidated its positioning through its partnership with Mid Europa Partners, ONE was able to further leverage on the support provided by Orange in several areas such as devices, technology and mobile TV.

Austria welcomes Orange

With the launch of the Orange brand in Austria, customers will benefit from a range of new offers and innovations leveraging on the international nature of the brand.

For Orange, this announcement is an important strategic step forward. *"We are very excited about welcoming ONE to the Orange family. Orange is one of the world's most powerful telecoms brands. People everywhere respond positively to our promise to make telecoms more simple, human and compelling,"* said Olaf Swantee, Senior Executive Vice President Personal Communication Services. *"Building on our successful partnership with ONE, we will use our brand, our innovation and our expertise to transform telecoms for customers in Austria."*

For more information: www.orange.at or <http://orange.bettertogether.at>





About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves close to 174 million customers in five continents as of June 30, 2008, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007 (26.3 billion euros for the first half 2008). As of June 30, 2008, the Group had 113.8 million mobile customers and 12.2 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 (compartiment A) and on the New York Stock Exchange.

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