



press release
Paris, 20 March, 2009

Keep your mobile phone longer and contribute to protect the environment

- At Orange, sustainable development is an integral part of our values and we encourage our customers to reduce their environmental footprint
- Since 5 March 2009, Orange has been handing over a cheque for €40 to customers who keep their mobile phones when they renew their subscription period. A further €5 is donated to the WWF

How to get your cheque

This offer is available in mainland France under the Orange loyalty programme. It is limited to Orange mobile customers in return for a renewed commitment for a period of 12 months, subject to having at least 1,500 loyalty points (customers with capped plans) or 2,400 points (other plans), excluding Internet everywhere and Origami jet. In both cases, only 1,500 loyalty points will be used.

Customers can call into an Orange branch to receive their cheque immediately, or call customer service on 700 (call included in plan) to receive their cheque within 15 days.

Sustainable development, a priority for Orange

At Orange an ecological approach is part and parcel of our commercial policy and our relationship with our customers. Accordingly, since 2006, Orange has provided all customers with the possibility of receiving an e-bill and has implemented across-the-board recycling of all telecommunications equipment returned to its sales branches, whether or not a purchase is made.

Orange is also the only operator in France to develop ecological product labelling, enabling customers to choose a handset according to its environmental efficiency.

Now, with this new offer, Orange is encouraging its customers to extend their mobile phone's lifecycle, thus reducing raw material usage, limiting energy consumption and cutting waste.

Moreover, Orange has introduced numerous concrete actions in defence of the environment, in a general approach involving both employees and partners.

For example, in its network operations, Orange is keen to integrate relay antennas more harmoniously into the environment; agreements have been signed with the French Bird Protection Society (Ligue de Protection des Oiseaux) to fill in hollow metal posts; our waste processing policy includes recycling of posts, cabling and batteries. Energy consumption is kept under control by measures such as optimised ventilation systems installed in place of conventional air conditioning.

Likewise, Orange Village, the French Operations HQ near Paris, is symbolic of our action in favour of the environment: "green certificates" have been awarded for its energy consumption, for the purpose of financing "clean", renewable means of production; a car-sharing application is available on the intranet, encouraging employees to make fewer individual car journeys, which are a major source of CO2 emissions; the latest building, meanwhile, completed in early 2008, is HEQ-compliant (High Environmental Quality).

And finally, the massive involvement of our personnel: Next Spring, for the second year running, Orange will launch its internal awareness campaign in France. The "April in Green" campaign has been set up to promote environmentally-friendly attitudes among our 80,000 employees. This year's campaign will focus on recycling mobile phones.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros and a customer base of more than 182 million customers in 30 countries. These include 122 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

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

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