



press release
Paris, 29 June 2009

From 1 July, *Harry Potter and the Order of the Phoenix*TM to be broadcast only on Orange cinéma séries

Also premiering exclusive content from *Harry Potter and the Half-Blood Prince*TM

To celebrate the broadcast of *Harry Potter and the Order of the Phoenix*TM only on Orange cinéma séries, and the 15 July launch in cinemas of *Harry Potter and the Half-Blood Prince*TM, Orange cinéma séries is offering from 1 July a sensational line up of programming available on TV, PC and mobile:

- Orange ciné happy is the only channel in France showing the previous Harry Potter blockbuster *Harry Potter and the Order of the Phoenix*TM, broadcast from 1 July at 8:40 p.m. and available on demand for 30 days
- The first three films in the series: *Harry Potter and the Philosopher's Stone*TM, *Harry Potter and the Chamber of Secrets*TM and *Harry Potter and the Prisoner of Azkaban*TM are available on demand until the end of August
- Orange cinéma séries offers an exclusive view into the world of the latest film *Harry Potter and the Half-Blood Prince*TM from 1 July: interviews of Daniel Radcliffe, Emma Watson, Rupert Grint, the director David Yates, clips from the film and behind-the-scenes footage will be shown on the Orange cinéma séries programs "Tu vois le genre", "Tous au cinoche", "Tour des salles".

After its theatrical run, Orange cinema series subscribers will be the first able to see *Harry Potter and the Half Blood Prince*TM in autumn 2010 in France on their TV, PC or mobile.

In addition to the exclusive first-look at "*Harry Potter and the Half-Blood Prince*TM" for broadcast, Orange will also feature promotional mobile and online content including:

- A dedicated website on the cinema section of orange.fr offers *Harry Potter and the Half-Blood Prince*TM exclusive preview clips, interviews, photos and contests. The orangecinemaseries.fr dedicated website will focus on Orange channels special programming
- Interviews & extracts are also available on Orange World mobile portal as well as live chat with some of the actors
- Zap zone offers teenagers a special Harry PotterTM contest. Zap Zone community members will have the opportunity to exchange their loyalty points for Harry PotterTM branded goodies.

The Orange flagship stores have supported the *Harry Potter and the Half-Blood Prince*TM train tour between 9 and 21 June, in each of the 11 towns visit, including Paris Champs Elysées, Bordeaux and Nantes.

From June 18, all of the Orange stores have been promoting Orange cinéma séries Harry PotterTM special programming. The company has also launched a comprehensive direct marketing and advertising campaign.

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 (12.7 billion euros for the first quarter of 2009) and at 31 March 2009, the Group had a customer base of almost 184 million customers in 30 countries. These include 123 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. *For more information: www.orange.com, www.francetelecom.com, www.orange-business.com. Orange and any other Orange product or service names included in this material are trade marks of Orange Personal Communications Services Limited, Orange France or France Telecom.*

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