



press release
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Orange launches Doro PhoneEasy 345, a telephone particularly suitable for the elderly

- A basic mobile phone available from €9 with the Initial tariff plan⁽¹⁾ package
- A handset compatible with the **teleassistance mobile** option, keeping the user in reassuring contact with Mondial Assistance, 24 hours a day and 7 days a week

A basic mobile suitable for older people

Following the commercial release of Hello on 29 April 2009, a multimedia computer pack easy to use for everyone, Orange is adding to its product portfolio with a dedicated mobile phone, particularly suited to the operator's recommended tariff plan, Initial⁽¹⁾.

The Doro 345 is an easy-to-use telephone, with large, well spaced-out keys. It has a button especially for customers who have taken out the **teleassistance mobile** option, which automatically calls the Mondial Assistance hotline platform, 24 hours a day and 7 days a week. The handset also has a radio and an integrated torch and is compatible with hearing aids.



A mobile phone available from €9 with the Initial package⁽¹⁾

This handset is commercially available since 17 September 2009 across the entire Orange distribution network and partner networks. To support its release, Orange is offering the handset from €9 with the **Initial** tariff plan available from €13 per month⁽²⁾, - 30 minutes of communication to fixed and mobile phones in metropolitan France.

Moreover, with the "senior citizens" special offer on the Initial tariff plan, customers over 60 years of age will now be entitled to a 10% reduction on their monthly mobile phone bill. This makes the package available from €11.70 per month⁽²⁾ for the over 60s.

A reassuring handset with teleassistance mobile

Customers who have purchased the Doro 345 will be able to enjoy the additional benefit of the **teleassistance mobile** option for €10 per month, providing access to a wide range of support services.

If a need arises, or in the event of a breakdown or if they need medical assistance, users just have to press the special key on the back of the mobile to have free and unlimited contact with the Mondial Assistance teams, 24 hours a day and 7 days a week.

If it turns out to be necessary, Mondial Assistance will arrange for emergency assistance and will inform relatives.

Thanks to the mobile hotline **teleassistance mobile**, customers can also have ready access to many services specially chosen by Orange to make day-to-day life easier, such as household maintenance, shopping deliveries, locksmith or plumbing work, etc. Service providers are qualified according to strict criteria for the quality of their services, so that customers have the benefit of a guarantee of workmanship as well as an agreed price structure.⁽³⁾

(1) Offer available from €13/month with a 12-month commitment

(2) Conditional upon a 12-month commitment





(3) The price of the service is not included in the mobile hotline offer and is payable by the customer. Each service is the subject of a contract between the customer and the service provider selected by Mondial Assistance.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 124.5 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 (25.5 billion euros for the first half of 2009) and at 30 June 2009, the Group had a customer base of 186 million customers in 32 countries. These include 125.5 million mobile customers and 13.4 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two 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

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Press contacts:

Erika Gélinaud + 331 44 44 93 93 - service.presse@orange-ftgroup.com

Yoan Benoît +33 1 55 2264 93 - yoan.benoit@orange-ftgroup.com

