



press release  
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## VOXmobile becomes Orange in Luxembourg

The Luxembourg mobile operator VOXmobile, a subsidiary of the Belgium operator Mobistar in which France Telecom holds a 52.91% stake, today announced the launch of operations under the Orange brand name. Luxembourg will thereby join a community of 28 other Orange countries representing close to 125 million customers across the world. VOXmobile is currently the third largest mobile operator in Luxembourg with over 80,000 customers.

Orange will set VOXmobile on a new stage in its development, bringing the full benefits of one of the world's leading brands. The new brand image will allow the Luxembourg operator to build on the reputation that it already enjoys for its strong focus on innovative offers in a local market that has a strong international character. It is already known for its pioneering bundles that combine laptop and mobile communication, its roaming offers for calls to and from surrounding countries, as well for the launch of the iPhone.

All elements of the new brand have been introduced over the past few weeks throughout the 16 Orange stores and dealers across Luxembourg. All points of contact between Orange and the customer, including the network, invoices, call centres and the Internet portal [www.orange.lu](http://www.orange.lu), will be re-branded under the Orange identity.

With the launch of the Orange brand in Luxembourg, customers will benefit from a range of new offers and innovations. In particular, a new and innovative portfolio of offers will be launched that combine national and international calls; something that will be particularly appreciated in a country in which 44% of its population is made up of foreigners and that has 100,000 commuters coming in and out every day from surrounding countries. Other offers will focus on the business market.

For Olaf Swantee, Senior Executive Vice President Personal Communication Services, this announcement represents an important step forward: *"We are very excited about welcoming VOXmobile to the Orange family. VOXmobile made its name with innovative offers that shook up the market. Orange will continue that legacy by adding the strength of one of the world's leading innovators in telecom's services. We will use our brand, our innovation and our expertise to transform telecoms for customers in Luxembourg."*

For more information: [www.orange.lu](http://www.orange.lu)

### 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](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

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