



press release
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Orange, Name Sponsor of the Africa Cup of Nations One billion people, one common language: Football

As main sponsor and broadcaster (on mobiles and on Orange TV) of major competitions organised by the Confederation of African Football until 2016, Orange is launching a huge pan-African communication campaign to coincide with the 2010 Africa Cup of Nations, highlighting new exclusive offers and a development programme in education and football participation.

■ Orange as preferred partner and broadcaster of African football on long term

Since July 2009, Orange has been the official partner of African football and the "new media" broadcaster of competitions organised on the continent via mobile services in 55 African countries. Orange will be linking its name to the main competitions of the Confederation of African Football (CAF) and, in particular, the flagship event of the CAF, which is henceforth to be known as the Orange Africa Cup of Nations.

Orange Sport is the exclusive broadcaster of African football competitions in France. The CAF competitions involved are as follows:

- Africa Cup of Nations (CAN) - every two years
- African Nations Championship (CHAN) - every two years
- African Youth Championship (U-20) - every two years
- CAF Champions League - every year
- Confederation Cup - every year
- CAF Super Cup - every year

The Orange Africa Cup of Nations Angola 2010, will also be broadcast exclusively on Orange Sport channels : the 32 matches of the competition, a daily programme about the event presented by Céline Géraud and Ludovic Deroin and two exceptional sports commentators : Pape Diouf and Claude Le Roy that will share their enthusiasm and expertise with the audience. In the lead up to the competition, Orange sport will broadcast "En route vers la CAN", the African football magazine every Saturday at 5.25 pm.

A premier league player in the development of African football for a number of years and active in the fixed communications markets of many African countries, mobile and Internet, Orange already supports the national teams of the Ivory Coast, Cameroon, Senegal, Guinea and Botswana.

■ A pan-African communication campaign focused on the positive values of football

Endorsed by Orange, the campaign will be deployed in the 13 countries where the Group is present. As an illustration of the brand's commitment, "Together We Can Do More", and based on the universal reach of football, it aims to unite an entire continent in terms of values and language.

■ Football-based mobile offers in all Orange countries in Africa

On the occasion of the Orange Africa Cup of Nations Angola 2010, a complete range of products and services will be available, so that each and every Orange customer can take part in this vast celebration. An exclusive ACN mobile pack will be released, and games and events will be organised throughout the





duration of the competition in all the countries within the Group's footprint.

Orange thus confirms its content strategy, enabling all African supporters to follow the competition on the mobiles with both audio and video coverage.

■ Orange's commitment alongside African schoolchildren

Within the framework of this new partnership, Orange also wants to develop a huge programme to support school education and sports' participation in Africa. This programme will be launched during the 2010 ANGOLA Orange Africa Cup of Nations.

This programme will back up the actions carried out by the Orange Foundation, which has been working on behalf of female education in developing countries since 2005. The Foundation is involved on one hand to help girls have access to school education from the earliest age (building of schools, development of the necessary sanitary facilities to accommodate them, etc.) and on the other hand to allow them to stay at school beyond year 11 (award of grants to continue their studies, etc.). Furthermore, the Orange Foundation helps them to gain financial independence on completion of their studies, through microcredit programmes.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 126 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 (38.1 billion euros for the first nine months of 2009) and at 30 September 2009, the Group had a customer base of almost 190 million customers in 32 countries. These include 128.8 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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