



press release
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Orange becomes a partner of the "Louvre-Lens"

Driven by the firm belief that the digital world can make a major contribution towards mediation with audiences and social ties, and that cultural projects enrich the Group's innovation, Orange has chosen to join forces with the Louvre-Lens, which is scheduled to open by the end of 2012.

This six-year partnership has been devised in response to the Musée de demain project (Museum of Tomorrow), carried out by the Nord-Pas-de-Calais Region and the Louvre Museum. Within this framework, Orange will help integrate new technologies at the heart of Louvre-Lens in order to enrich access to and discovery of the museum for visitors. Teams from the Orange Labs network will provide their know-how to deploy these innovative interfaces in terms of exhibition space design aspects.

This new partnership further strengthens the sustainable relationship that has been built up over the years between Orange and the Louvre Museum. In connection with its corporate citizenship commitment, ensuring greater accessibility to culture for the visually and hearing impaired, the Orange Foundation supported the new tactile gallery exhibition at the Louvre Museum in 2007, and in 2008 the multimedia guide enabling independent access to the museum's cultural and scientific offering. In 2009, the Orange Foundation is supporting the tactile pathway for the visually impaired within future sections devoted to the Islamic Arts and more generally taking part in a review on the accessibility of culture for the deaf and blind.

For several years now, Orange has been implementing projects at the crossroads between culture and technological innovation. Through its ability to harness the digital world to serve culture and promote new uses among the public, the Group is accompanying institutions and their desire to showcase heritage and develop social ties.

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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