



press release
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With "ON", Orange Vallée is inventing a new mobile experience

The new free service "ON", developed by Orange Vallée, is offering a new experience for mobile phone users, reinventing the management of their contacts and the coordination of their community environment. Very easy to use, this application can be downloaded on to your mobile phone, whatever your operator, facilitating and enhancing communication with your contacts.

A totally new way of thinking about the management of your contacts

With ON, users are able to discover a new, much simpler and more intuitive way of managing your contacts.

Today, only one 'status' update can normally be communicated to all of a user's contacts at once. By bringing the user's contacts together (from your phone and your social networks), ON allows you to organize your contacts into different groups (family, friends, colleagues, etc.) and share information you want (activity, avatar and even location) with individual groups of people concerned. For example, while you are at work, you can be unavailable to your 'friends' but available to your 'colleagues'.

Depending on the group of contacts, users can also define "your status" and "your mood", personalize your welcome message and ensure that you can only be contacted for instance by the people you wish.

Centralizing community coordination on your mobile

More than a "contact manager", ON enables one-click access to find the full content of your conversations (text, MMS, voicemail, Twitter, Facebook and soon Messenger...) for each contact.

In this way, the contact sheet becomes fully "global", grouping together both the means that can be used to contact people, as well as capture their news on social networks and the entire history of any conversations you may have had with them.

Updated in real time, ON also makes it possible for users to know the status and availability of their contacts at all times.

To make things as easy as possible for its users each day, ON also offers a feature to save all the data, from information about their contacts to their photos and the history of their communications, on a centralized and secure Orange server - eliminating any risk of losing your information if your phone is lost or stolen!

This new innovative and exclusive service is making the mobile phone more useful and "live" than ever before.

Operations

The application will first be available in English, with a test version for phones using the Google Android operating system, including the HTC Dream, Magic or Hero, ACER Liquid, Samsung





Galaxy and Motorola DEXT, followed by the iPhone at the start of 2010, and then BlackBerry phones, Windows Phones and Symbian (Nokia) devices during the course of the year.

ON is designed to be used by all and can be downloaded on www.lifeisbetteron.com (currently available as a beta-test version) operates on all phones and all mobile network carriers. The application is free, and users can choose whether or not to use all the features.

Upgrades will gradually be rolled out over the months in order to expand the range of services offered.

ON, an innovation by Orange Vallée

With ON, Orange Vallée is confirming its role as a “catalyst for ideas” within the Orange Group. This centre for innovation and development, created in 2008, is working to identify new technological uses and requirements in order to develop innovative services that are open to all users, whatever their mobile operator or internet service provider. Orange Vallée, which develops its projects based on a start-up approach, is also responsible for releasing and marketing its products and services in the different Orange countries.

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. 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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