



press release
Barcelona, 15 February 2010

Orange to become a Key Partner to Microsoft in Europe, bringing Windows Phone 7 Series phones across its footprint with specialised customer support

- Partners working jointly to make Orange one of the first operators to integrate the best of its mobile services on Microsoft Windows 7 Phones, giving customers simple, secure access to their online content
- Orange and Microsoft to collaborate on dedicated customer support and expert care services, helping Orange customers learn about, set up and get more from their Windows Phone 7 Series phones

Orange today announced it is to become a key partner to Microsoft in Europe for the Windows Phone 7 Series, extending its long-term partnership to deliver a range of phones in 2010 with smarter design and software integration that are optimised for Orange customers. Planning to launch later this year on a range of handsets in France, UK, Spain, Switzerland and other markets Orange and Microsoft are working more closely than ever before, sharing platform, service and network innovation to give Orange customers a simpler, richer experience on Microsoft Windows Phones with specialised customer support.

In line with Orange's strategy to give mobile customers the best possible access to content, the companies are continuing to work together to customise Windows phones by integrating Orange and Microsoft services into one easy-to-find window on the 7 Series. For the first time, Orange plans to combine its SIM and network authentication with Microsoft Windows Phone 7 Series to create a single customer "ID", simplifying sign-in and eliminating the need to register for multiple accounts.

This move would allow Orange customers on 7 Series handsets to enjoy single sign-on access to Microsoft services such as Xbox LIVE and Zune Music, alongside a range of Orange services which are seamlessly integrated within the Windows Phone 7 Series platform. Depending on which market, Orange services are expected to include Orange TV and Orange Maps and access to exclusive, localised content such as the national football league in France (Ligue 1).

Together with the Windows Phone 7 Series, the extended Orange and Microsoft partnership will also see joint collaboration that goes beyond devices, delivering enhanced customer care services to help customers get more out of their phones.

Olaf Swantee, SEVP of Orange's global mobile business, comments: "We have a long-standing and successful relationship with Microsoft, having introduced the first ever SmartPhone together back in 2002. Eight years on, our collaboration continues to bear fruit as we look to bring Orange Windows Phone 7 Series customers more than just a phone, but a full end-to-end multimedia experience that will give them enhanced access to content and dedicated in-store support. This partnership we are planning with Microsoft, sharing service capabilities expert customer assistance, is just part of how Orange is working with the industry to revolutionise customer care and bring mobile multimedia to everyone."

"People want a phone that focuses on what matters most to them, works on their behalf and simplifies common tasks. They want a phone that helps manage and organize all of the information that is constantly swirling around them. Windows Phone 7 Series brings together related content from the web, applications and services into a single view to make life easier," said Andy Lees, senior vice president of Mobile Communication Business at Microsoft. "We are excited that Orange will use Windows Phone 7 Series to offer differentiated services and added value to their customers throughout Europe with their dedicated care package."



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

Press contacts

Georgina Hart: +44 (0)7730989693 georgina.hart@orange-ftgroup.com

Vanessa Clarke: +44 (0)7891056593 vanessa.clarke@orange-ftgroup.com