



press release
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Orange Vallée opens “ON” to everyone

“ON”, a new free service developed by Orange Vallée, offers mobile phone users a new experience, by reinventing their contact management and community environment coordination. Users can download this very easy-to-use application onto their mobile phone, whatever their operator, to facilitate and enhance communication with their contacts.

Personalising communication by contact group

With ON, users discover a new, much simpler and more intuitive way of managing their contacts. By bringing together all of their contacts (telephone and social network contacts alike), ON enables users to organise them by group (family, friends, co-workers, etc.) and to personalise their communication (activities, avatar and even location) depending on the group which will receive the information.

Users can also define their "status" and "mood" and personalize their welcome message for each group, and be available only to the people they choose.

Centralizing communication on a single screen

More than a "contact manager", ON provides users with one-click access to all of their conversations (SMS, MMS, voicemail, Twitter, Facebook and soon Messenger...) with each contact. This makes the contact sheet fully "global", since it shows all the means that can be used to contact each person, as well as their social networks updates and the entire history of any conversations the user has had with them. Since it is updated in real time, ON also makes it possible for users see their contacts' status and availability at all times. This innovative and exclusive service makes mobile phones more useful and "live" than ever before.

Protected and saved data

To make users' day-to-day life as easy as possible, ON also allows them to save all their data, from information about their contacts to photos and communication histories, on a centralized secure Orange server. This eliminates any risk of losing information if their phone is lost or stolen!

How it works

The application will initially be available in a French and English beta version for phones which use the Google Android operating system, including the HTC Dream, Magic or Hero, ACER Liquid, Samsung Galaxy and Motorola DEXT. It will be available for the iPhone in mid-2010, and for BlackBerry phones, Windows Phones and Symbian (Nokia) devices later in the year.

ON is designed to be used by everyone with a mobile phone. It can be downloaded at <http://www.lifeisbetteron.com/> (which has been available as a private beta-test version site until today). The application works with all mobile carrier networks and will eventually be available on all phones. It is free, and users can choose whether or not to use all of its features.

Upgrades will gradually be rolled out every 3 to 6 weeks in order to expand the range of services offered.

ON, an Orange Vallée innovation

With ON, Orange Vallée has confirmed its role as a "catalyst for ideas" within the Orange Group. This centre for innovation and development, created in 2008, works on identifying new





technological uses and needs in order to develop innovative services that are available to all users, whatever their mobile phone 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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