



press release
Paris, March 11, 2010

5 multiscreen projects selected in the Orange creation workshops

The Orange creation workshops, bringing together producers and the teams from Orange, took place yesterday at the Jardins de l'Innovation in Issy les Moulineaux. Out of the 120 projects put forward following the call for nominations, 40 candidates were shortlisted to present and defend their concept with the Orange juries, in one of the following areas: Fiction, Sport, Music, Lifestyle and Gaming.

The five winning projects selected by the dedicated juries at the end of the day were:

- Fiction: "Arrière Monde" (Sébastien Vincent/ Elsanime) is a program that will plunge viewers into the world of spiritualism and illusionism at the end of the 19th century, all set against the backdrop of a fascinating police investigation at the time when Jack the Ripper was running wild. Based on a TV episode concept, this will become a community program on the web and new mobile technologies will enable viewers to immerse themselves and participate in these fascinating enigmas and mysteries.
- Sport: "Golf Club TV" (Gilles Camouilly/Backine) is the first benchmark multiscreen media for the golfing community, with publishing-aggregation of all the products and services tailored to their needs.
- Music: "Jean Robert aime la Musique" (Jérémy Vial/Yuyumi Company) presents all the latest music news, seen through the eyes of a crazy puppet who is mad about music. On the program: news, reviews, interviews, live music and pure moments of comedy with Jean-Robert and all his friends.
- Lifestyle: "Men's UP tv" (Stéphan Huyvenaar/Men's UP Interactive) is a new generation television channel aimed at a male audience looking for quality information and entertainment in line with their lifestyle. Men's UP tv offers programs blending lifestyle with adrenaline-intensive leisure activities, moments of escape and all motors.
- Gaming: "Murder Street" (Laurent Guérin/Murmures Productions) is a cross-media participatory fiction - Gaëlle moves into the apartment of his sister who was found dead and carries out an investigation for three weeks working with web users before mysteriously disappearing. Web users will then need to complete the investigation, discover the culprit and find Gaëlle again.

The five winners will be able to benefit from the support and expertise of Orange's teams in order to fine-tune their projects up until the final, which will be held on April 7. Each project for each theme will be co-presented by one of the members of the Orange teams and its producer to the grand jury, which will be made up of Xavier Couture (Orange VP Content), Delphine Ernotte (Orange France VP Operations) and Jean-Louis Constanza (head of Orange Valley).

The overall winner will receive a contribution based on coproduction, and their project will then be distributed through the Orange networks.

Creation workshops, supporting French producers in developing innovative projects

True to its strategy of content innovation, and with a view to strengthening its relations with French producers, the Group launched the Orange creation workshops in December 2009. The purpose of

this call for candidates for innovative multiscreen projects is to assist producers in developing daring and creative ideas, adapted to new uses and convergence between the internet, mobile and television. The candidates were invited to imagine a platform for services associated with content, both multiscreen and interactive. Each project must include an economically viable business model.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 131.8 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 2009, France Telecom had consolidated sales of 50.9 billion euros, including its activities in the United Kingdom, and at 31 December 2009, the Group had a customer base of almost 193 million customers in 32 countries. These include 132.6 million mobile customers and 13.5 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.

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Press contacts : Anne-Catherine Moreno + 331 44 44 24 54- annecatherine.moreno@orange-ftgroup.com