



press release
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Orange ID Selector allows web users to use existing and trusted online IDs for connection to websites

Usual ID Providers such as Google, Yahoo, Facebook, Microsoft, Orange and many others made available to connect to websites

Orange is today launching a nine-month trial of its ID Selector, a free service that allows Internet users to access a website using their preferred online ID rather than having to sign up for a new account and profile.

The tool, developed by Orange R&D, provides users with the choice of the world's most popular and trusted ID providers ranging from Google, Yahoo, Facebook, Microsoft, Orange and many others..

For website developers and IT managers, the benefits are twofold; the ID selector removes the need or expertise required to integrate multiple ID providers and their associated protocols and encourages users to their sites by offering an authentication solution that they recognise and trust, thus helping to drive and attract a larger audience at the fastest rate possible. The solution itself takes less than one day to integrate.

Paul Francois Fournier, Executive VP of Online and Advertising Division, said: "We developed this tool because we identified a need to connect users, websites and ID providers in a much faster and more effective way. The average Internet user has multiple on-line Identities including those from social networks, webmail, on-line shopping, payment, music services, mobile phone services etc. We feel it's Orange mission to be a trusted partner in helping users to manage identity and privacy, while reducing complexity. At the same time we are helping web publishers attract more users by simply connecting them in a way they already trust and are familiar with."

Though deployable worldwide, initial trials for Orange ID Selector will begin with French and English languages totally configurable by the websites.

To see this tool in action, you can visit this website that has already implemented the ID selector: www.quizagain.com and you can learn more about the Orange ID Selector trial on video at www.orange-innovation.tv/idselector

If you want to be part of testing the tool and you have a site to equip, send an email to idselector.trial@rd.orange-ftgroup.com



About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With almost 131 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 45.9 billion euros (10.9 billion euros for the first quarter 2010) and at 31 March 2010, the Group had a customer base of 183.3 million customers in 32 countries. These include 123.7 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.

For more information (on the internet and on your mobile): www.orange.com, www.orange-business.com, www.orange-innovation.tv

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