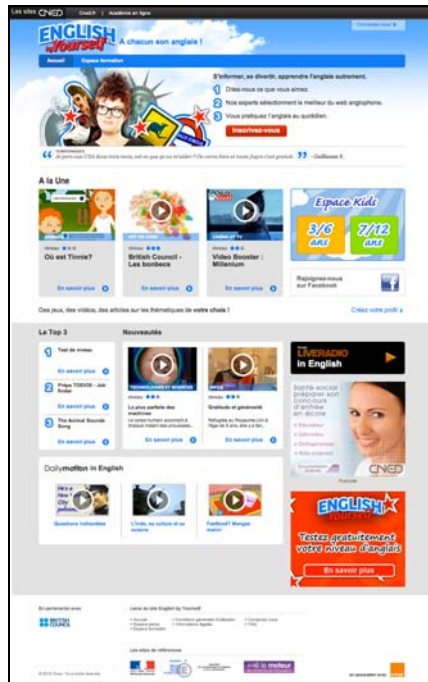




press release
Paris, February 7, 2012

Orange joins forces with the Cned to launch "English by Yourself", a new service for English language learning



- In line with its "digital coach" strategy, Orange has partnered with the Cned, the European leader in distance education, to support the development of educational practices in language learning.
- "English by Yourself" (www.englishbyyourself.fr), is an original, innovative site developed by the Cned, the British Council and Orange offering an in-depth, personalized digital English learning experience using the latest media (web, mobile).
- The service is for every audience, starting at age 3, and as such harmonizes with Orange's commitment to education.

Aware of the objectives of the Ministry of National Education, Orange is pleased to help launch "English by Yourself", an original, innovative concept built in collaboration with the Cned that fully reflects its commitment to a digital world as well as its "digital coach" strategy.

English by Yourself is a free, global online service accessible to everyone from any terminal, and is designed to facilitate English language learning by drawing on a number of multimedia resources. It is an ambitious hybrid program that goes beyond traditional methods to offer special high-quality content via personalized navigation tailored to the internet user's interests, age, level of English and learning objectives. English by Yourself makes it easy for users to go to a personalized selection of articles, videos, radio broadcasts and podcasts, every day and all for free. The tool takes learning a step further by offering personalized learning plans with both paid and free content.

"When it comes to technological innovation and the development of expert systems, partnerships are vital to a public establishment such as the Cned. The partnership with Orange was decisive in building this hybrid system," says Serge Bergamelli, Director General of the Cned.

In conducting and carrying out the project from end to end, several Orange group teams mobilized to bring knowledge, particularly for product definition, creation of the graphic charter, and development of functionalities. For example, English by Yourself uses Orange's "click to call" function for a free automatic call-back from a Cned advisor.

Content was provided by Orange's Liveradio service (radio channels and podcasts in English) and by Orange's partner Dailymotion, which offers video content.

Orange's expertise was also applied to development of the website and its administrative interface and for the test campaign and preparations for the production stage.
In addition, the Group laid the infrastructure groundwork with the Flexible Computing Cloud hosting solution.

Both partners' strong commitment to digital education means that English by Yourself will continue to evolve in 2012. The service will be available on tablets and mobiles, with new education offers in the works.

A propos d'Orange

France Télécom-Orange est l'un des principaux opérateurs de télécommunications dans le monde, avec 170 000 salariés au 30 septembre 2011, dont 102 000 en France, et un chiffre d'affaires de 33,8 milliards d'euros sur les neuf premiers mois de 2011. Présent dans 35 pays, le Groupe servait 221 millions de clients au 30 septembre 2011, dont 145 millions de clients Orange, la marque unique du Groupe pour l'internet, la télévision et le mobile dans la majorité des pays où le Groupe est présent. Au 30 septembre 2011, le Groupe comptait 162 millions de clients du mobile et 14 millions de clients ADSL et fibre dans le monde. Orange est l'un des principaux opérateurs européens du mobile et de l'accès internet ADSL et l'un des leaders mondiaux des services de télécommunications aux entreprises multinationales, sous la marque Orange Business Services.

Avec son projet d'entreprise « conquêtes 2015 », Orange s'adresse simultanément à ses salariés, à ses clients, à ses actionnaires et plus largement à la société dans laquelle l'entreprise évolue en s'engageant concrètement sur des plans d'actions. Ceux-ci concernent les salariés du Groupe grâce à une nouvelle vision des Ressources Humaines ; les réseaux, avec le déploiement des infrastructures du futur sur lesquelles le Groupe bâtira sa croissance ; les clients, avec l'ambition de leur offrir la meilleure expérience parmi les opérateurs grâce, notamment, à l'amélioration de la qualité de service ; et l'accélération du développement international.

France Télécom (NYSE:FTE) est cotée sur Euronext Paris (compartiment A) et sur le New York Stock Exchange.

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