

Fender celebrated as four millionth user of Alcatel-Lucent OmniPCX Office in France

Paris, January 20, 2009 - Alcatel-Lucent (Euronext Paris and NYSE: ALU) today announced that Fender Musical Instruments Corporation, the world renowned manufacturer of the stringed instruments that started the rock revolution, is the four millionth user in France to have deployed its [OmniPCX Office](#) solution to save costs and increase productivity. The solution is a key component of the Alcatel-Lucent [Office Communication Solutions](#) for small and medium sized businesses.

Alcatel-Lucent and Business Partner Intracom have equipped Fender offices in Paris with a complete cost-effective, easily deployed IP telephony solution providing a single cabled IP network over different floors, flexible new IP-phones with improved sound clarity and, thanks to PIMphony an interface with the company's Microsoft databases for increased efficiency and improved customer response time.

"The people of Fender focus on crafting the finest stringed instruments in the world," said Patrick Jacquard, CEO, Fender France. "The new communications capabilities made possible through this Alcatel-Lucent solution will help us work together more smoothly and also help us provide better service to our customers through a more efficient customer service center. Our expertise is music, and by relying on the expertise of Alcatel-Lucent for communications solutions, we can keep our people focused where they can add the most value."

"With four million users in France having chosen its OmniPCX Office, Alcatel-Lucent has the proven credentials to deliver integrated, easy to use, end-to-end business-critical communications solutions," said Matthieu Destot, marketing director of enterprise activities in France for Alcatel-Lucent. "With this, we are clearly a leader in IP communications solutions for SMBs, and reinforce our ongoing commitment to our customers and partners with innovative solutions in support of a [dynamic communications](#) model that helps businesses like Fender be successful."

With an illustrious history dating back to 1946, Fender has touched and transformed music worldwide and in nearly every genre: rock 'n' roll, country and western, jazz, rhythm and blues and many others. Everyone from beginners and hobbyists to the world's most acclaimed artists and performers have used Fender instruments and amps, in the process making the company not only a revered music industry name, but also a cultural icon.

[Office Communications Solutions](#) is the cornerstone of the Alcatel-Lucent trend-setting SMB strategy to deliver multiple services - IP communications, Internet telephony and presence, collaboration, and mobility - across networks with the best user-centric experience. Additional information about Alcatel-Lucent enterprise solutions is available [online](#).

About Fender Musical Instruments Corporation:

Fender Musical Instruments Corporation (FMIC) is the world's foremost manufacturer of guitars, amplifiers and related equipment since 1946, and its name has become synonymous with all things rock 'n' roll. Iconic Fender® instruments such as the Telecaster®, Stratocaster®, Precision Bass® and Jazz Bass® guitars are known worldwide as the instruments that started the rock revolution, and they continue to be highly prized by today's guitarists and collectors. FMIC markets using the brand names Fender®, Squier®, Guild®, Gretsch®, Jackson®, Charvel®, SWR®, Tacoma®, Olympia® and Brand X®. Further information on FMIC can be found at the company's website, www.fender.com.

About Intracom

Intracom is a leading company in installation, programming and maintenance of telephony systems for small and medium business. Intracom integrates IP solutions such as cabling, networking and Internet access. Intracom is positioned as a global manager for the telephony and network projects of its clients. Since 1990, Intracom has adapted its offer to comply with the client's requirements and new technologies. Intracom makes a permanent effort in training its commercial and technical teams, in order to be as efficient and reactive as possible.

Intracom is Certified Alcatel Expert Business Partner. The company is integrating more and more data solutions and added-value applications, such as Mobility, Voice Over IP and CTI.

About the Alcatel-Lucent dynamic enterprise vision

Alcatel-Lucent helps enterprises worldwide turn every interaction into a business opportunity. By interconnecting their core assets - network, people, processes and knowledge - [dynamic enterprises](#) realize competitive advantage through strengthened relationships, simplified communications, and improved performance.

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted partner of service providers, enterprises and governments worldwide, providing solutions that deliver voice, data and video communication services to end-users. A leader in fixed, mobile and converged broadband networking, IP technologies, applications and services, Alcatel-Lucent leverages the unrivalled technical and scientific expertise of Bell Labs, one of the largest innovation powerhouses in the communications industry. With operations in more than 130 countries and the most experienced global services organization in the industry, Alcatel-Lucent is a local partner with a global reach. Alcatel-Lucent achieved revenues of Euro 17.8 billion in 2007 and is incorporated in France, with executive offices located in Paris. For more information, visit Alcatel-Lucent on the Internet: <http://www.alcatel-lucent.com>

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