



press release
Paris, 20 March 2009

Orange suspends new subscriptions to Orange sport

In application of the decision handed down by the Paris Tribunal of Commerce on 23 February 2009, Orange is to suspend the commercialisation of its Orange sport TV channel between 24 and 31 March, when the Appeal Court is due to announce its decision regarding the suspension of the 23 February ruling. Orange is implementing this court order, despite the challenge the Group has lodged before the Appeal Court. In the event of its request for the suspension of this ruling being rejected on 31 March, Orange would be obliged to extend the suspension of new Orange sport subscriptions until the decision of the Appeal Court concerning the validity of the ruling is announced.

Orange sport will of course remain available to all customers who take out a subscription before 24 March.

Orange will organise specific events for football fans who will no longer have the possibility of subscribing to the channel, and will broadcast the Saturday night match in around 50 cafés in the main premier league (Ligue 1) towns.

Moreover, given the context, Orange has decided not to purchase any further sports broadcasting rights until the Appeal Court has issued its ruling.

Orange had initially decided to launch Orange sport in a context defined by rulings from the French Competition Council (Conseil de la Concurrence) on matters such as the TPS/Canal+ merger, Rewind TV and the tender issued for Ligue 1 broadcasting rights.

In its notice dated 13 July 2006 concerning the Canalsat/TPS merger, the Competition Council recommended "*offers from distributors, grouped (...) or not, chiefly from cable operators or telecommunications operators, including content or channels purchased on a competitive wholesale market and provided either exclusively or non-exclusively by each distributor*". This position has been confirmed several times since then by other decisions and notices issued by the authorities.

The Orange strategy is to convert its broadband Internet subscribers into triple play subscribers (television, Internet, telephone) and, for this purpose, offer them with interactive paid content packages or the possibility of accessing these programmes on a pay-per-view basis. Accordingly, Orange has developed an original television package with numerous partners (France Télévisions, M6, France 24, LFP, CNSOF), combining the interactivity, which is specific to its networks, with premium content including exclusive sports content in several disciplines such as football, handball and basketball. This strategy is part of a worldwide trend, combining content and networks; and is a strategy widely adopted in countries such as Great Britain, the United States and China.

About Orange:

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 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 and a customer base of more than 182 million customers in 30 countries. These include 122 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one 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
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Orange press contact: 01 44 44 93 93

Béatrice Mandine

Jean-Bernard Orsoni

