

Alcatel-Lucent celebrates Earth Week with launch of eco-attitude awareness campaign.

Campaign part of global sustainability program aimed at encouraging innovative efforts to deploy more energy-efficient networks

Paris, April 20, 2009 - Alcatel-Lucent (Euronext Paris and NYSE: ALU) is launching several initiatives during Earth Week (April 19 to 25) to spotlight its efforts toward reducing the company's carbon footprint and to establish an eco-attitude throughout its global operations. Among the activities being launched is an extensive eco-sustainability awareness campaign - "Let's Be Eco-Friendly" - that will encourage Alcatel-Lucent employees to avoid printing documents, separate trash for recycling, save water, turn down thermostats, use teleconferencing to avoid travel, reduce commuting by car whenever possible. As an example, the 2008 Financial and Corporate Social Responsibility (CSR) annual reports will be available online, with paper copies only available on request. The paper saved would be enough to create a stack as tall as a 40-story building.

"Earth Week is a great way to call attention to everyone's responsibility to mitigate the impact we, as a company and individually are having on our planet. Alcatel-Lucent's long standing approach to eco-sustainability combines business goals with corporate responsibilities. It means creating exceptional value for our customers, shareholders and employees through the relevant eco friendly communications solutions as well as providing respect for the natural environment and the people and communities where we do business," said Caroline Guillaumin, Alcatel-Lucent senior Vice President, Communications and Corporate Social Responsibility. "That's why we established our comprehensive eco-sustainability program several years ago, but we know we need to keep reinforcing that program to ensure that we can meet the major challenges ahead."

The company's comprehensive eco-sustainability program focuses on three areas:

- the company's products and solutions,
- applications for other businesses and
- its own operations.

Alcatel-Lucent products are thoroughly evaluated for energy efficiency to ensure they support service providers' efforts to reduce the carbon emissions of existing and new networks. In February, Alcatel-Lucent announced it had demonstrated in China that dynamic power enhancements to its GSM/EDGE mobile networking portfolio can reduce power consumption by up to 27 percent, offering dramatic energy and cost savings for mobile operators. The company also has deployed some 300 solar-powered base stations and has established a unique alternate energy lab and pilot site at its Villarsaux, France facility.

Alcatel-Lucent's scientists and engineers are creating innovative solutions and services that enable significant environmental benefits in different business sectors with such techniques as smart metering, smart buildings, smart transport and tele-working.

And there is increasing focus at Alcatel-Lucent facilities around the world to ensure that Alcatel-Lucent operations have effective recycling programs, energy-use reduction initiatives and careful hazardous waste management systems. Through a global, cross-functional "caring for climate" program, the company has calculated its first comprehensive measurement of its carbon footprint (greenhouse gas emissions) for all of its buildings and operations worldwide, including business travel, and will be reporting on that when it issues its CSR report in May. It

has also established a web tool that tells its North American employees booking airplane trips how much carbon dioxide they will generate when they take that trip.

Finally the Alcatel-Lucent Foundation is launching a cell phone recycling program beginning with the United States, Canada and France. The Foundation is working with Charitable Recycling, an organization based in Bloomfield Hills, Mich., to recycle old cell phones to help the environment and those who need emergency communication. Funds generated by recycling the phones will be donated to Girls, Inc. (www.girlsinc.com), a non-profit dedicated to the empowerment of girls, and Earthshare (www.earthshare.org), which helps raise funds for a variety of environmental charities.

Recent related announcements

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[Alcatel-Lucent's Alternative Energy Program is telecom market's first solution for high-volume deployment of wireless base stations powered with alternative energies](#)

[Alcatel-Lucent expands portfolio with eco-sustainable broadband access gear that further reduces environmental impact of fiber-based networks](#)

Other resources

[Reducing Wireless Network Energy Consumption Costs](#)

[Connecting Knowledge to Drive Eco Sustainability](#)

[Innovation at Work - Green Technology in Dublin](#)

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted partner of service providers, enterprises and governments worldwide, providing solutions to 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 16.98 billion in 2008 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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