

**Leading telecommunication operator MTS taps Alcatel-Lucent
for its largest contact center in Russia**

Paris, January 25, 2011 - Alcatel-Lucent (Euronext Paris and NYSE: ALU) today announced that its advanced [Genesys Contact Center](#) solution has been deployed in the largest contact center in Russia at Mobile TeleSystems OJSC ("MTS" - NYSE: MBT), the leading telecommunication operator in Russia and the CIS. Based in Ulyanovsk, this contact center is able to serve more than 10 million MTS customers in the Volga region and the northwest federal districts of Russia processing up to four million calls per month.

Advanced call identification and routing features provided by Genesys directs an MTS customer's call to the person most qualified to address their request. Alcatel-Lucent's solution also enables even workload distribution across multiple sites, eliminating the problem of over- or under-used resources while maximizing MTS' investment in contact center development.

"Today, the key business drivers for mobile operators are not only convenient advanced services, but also high-quality customer care. The launch of Alcatel-Lucent's innovative solution in the MTS contact center in Ulyanovsk is an important implementation element in our strategy designed to provide MTS customers with premium quality services including advanced incoming call processing technologies, innovative CRM tools, best practices in personnel education and training and many other things," said Alexander Popovsky, director of MTS Russia.

"By using an Alcatel-Lucent solution in its contact centers all over Russia, MTS will continually improve the subscriber service it provides its customers," Adolfo Hernandez, president of Alcatel-Lucent's activities in Europe, Middle-East and Africa. "MTS' selection of an Alcatel-Lucent product for its multi-site integrated contact center in Ulyanovsk is one more confirmation of our successful partnership in this area and the effectiveness of the solution."

About Genesys software solutions

Genesys software solutions from Alcatel-Lucent manage customer interactions over phone, Web and mobile devices. The Genesys software suite handles customer conversations across multiple channels and resources - self-service, assisted-service and proactive outreach - fulfilling customer requests and optimizing customer care goals while efficiently using resources. Genesys software directs more than 100 million customer interactions every day for 4,000 companies and government agencies in 80 countries. These companies and agencies leverage their entire organization, from the contact center to the back office, while dynamically engaging their customers. For more information, go to www.genesyslab.com.

About Mobile TeleSystems OJSC

Mobile TeleSystems OJSC ("MTS") is the leading telecommunications group in Russia, Eastern Europe and Central Asia, offering mobile and fixed voice, broadband, pay TV as well as content and entertainment services in one of the world's fastest growing regions. Including its subsidiaries, the Group services over 105 million mobile subscribers in Russia, Ukraine, Uzbekistan, Turkmenistan, Armenia and Belarus, a region that boasts a total population of more than 230 million. MTS has been listed on the New York Stock Exchange since July 2000 and trades under the ticker MBT. In 2010, the brand MTS for the third time was recognized as the most expensive Russian brand in BRANDZ™ Top 100 Most Powerful Brands, a ranking published by the Financial Times and Millward Brown, a leading global market research and consulting firm.

About Alcatel-Lucent

Alcatel-Lucent (Euronext Paris and NYSE: ALU) is the trusted transformation partner of service providers, enterprises, strategic industries such as defense, energy, healthcare, transportation, 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 and optics 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 15.2 billion in 2009 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>, read the latest posts on the Alcatel-Lucent blog <http://www.alcatel-lucent.com/blog> and follow us on Twitter: http://twitter.com/Alcatel_Lucent.

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