



## Press release

Paris, July 11, 2008

### **Orange and BIC® launch the BIC® phone in France, the simple cell phone that is 100% ready to go.**

- The BIC® phone is ready to go! It comes with 60 free minutes, the battery charged, and the SIM card already in place.
- With the BIC® phone, you pay as you go, with a prepaid “mobicarte” refill card.
- The BIC® phone is easy to use since it focuses on cell phone basics: sending and receiving calls and SMS.
- The BIC® phone pack will be easy to find. It will be sold over the counter, in major supermarkets and local convenience stores (tobacco shops, newsstands, train stations, airports...), and will be available as of the back to school period, at a suggested retail price of €49 including tax. The BIC® phone will be sold in Metropolitan France only.

Available in citrus orange and lime green, with innovative packaging, the BIC® phone will appeal to consumers who like easy-to-use and pay as you go products. It also meets specific phoning requirements, serving as a back-up phone if needed (e.g. a second line when advertising the sale of an apartment, a car ... which leaves the main phone line free).

The Orange and BIC® partnership brings an original and high-quality offer that is designed for everyone. Orange provides its technical knowledge about telephone and service quality, while simplicity and quality at the right price have been BIC® values for over 50 years.



#### **The BIC® phone offer in detail:**

- The BIC® phone offer includes 60 free minutes, valid for 2 months from the time the phone is activated.
- In order to receive all 60 minutes of free time, clients must identify themselves to Orange service agents.
- The telephone number, which is included in the pack, is valid for at least 12 months from the time the phone is activated.
- The phone is manufactured by Alcatel.
- Suggested retail price: €49 including tax.



## About Orange

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Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. France Telecom serves more than 172 million customers in five continents as of March 31, 2008, of which two thirds are Orange customers. The Group had consolidated sales of 52.9 billion euros in 2007 (13 billion euros at March 31, 2008). As of March 31, 2008, the Group had 111.9 million mobile customers and 12 million broadband internet (ADSL) customers.

Launched in June 2005, the NExT program (New Experience in Telecommunications) will enable the Group to pursue its transformation as an integrated operator and make France Telecom the benchmark for new telecommunications services in Europe. In 2006, Orange became the Group's single brand for Internet, television and mobile services in the majority of countries where the company operates, and Orange Business Services the banner for services offered to businesses worldwide. France Telecom is the number three mobile operator and the number one provider of broadband internet services in Europe and one of the world leaders in providing telecommunication services to multinational companies.

France Telecom (NYSE:FTE) is listed on Euronext Paris and on the New York Stock Exchange.

For more information: [www.orange.com](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

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## About BIC

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BIC is a world leader in stationery, lighters and shavers. For more than 50 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2007, BIC recorded net sales of 1,456.1 million euros. The Company is listed on Euronext Paris, the SBF120 and CAC Mid 100 indexes. BIC is also part of the FTSE4Good Europe Index.

For more information, please consult the corporate website: [www.bicworld.com](http://www.bicworld.com)

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