



Boulogne, 17 November 2008

Press Release

**BOUYGUES TELECOM PROVIDES 3G+ MOBILE BROADBAND ACCESS FOR ALL CUSTOMERS 72% OF FRENCH POPULATION COVERED BY SPRING 2009**

***Bouygues Telecom is deploying two interrelated initiatives to address evolving customer expectations and bring all customers the full benefits of 3G+ mobile broadband.***

**Bouygues Telecom customers will automatically have access to the 3G+ network**

All Bouygues Telecom customers now have access to the 3G+ network. Following an upgrade of the customer data base, all numbers can connect to the 3G+ network, bringing customers the benefits of new features and services. The free transition was completely automatic and transparent for customers, who did not have to take any action. This initiative is a groundbreaking first in France.

**Network coverage to accommodate expectations**

The Bouygues Telecom 3G+ network already covers major French cities (including Paris, Lyon, Marseille, Bordeaux, Grenoble, Lille, Montpellier, Nantes, Nice, Rouen, Strasbourg, Toulon and Toulouse) and will be available to 72% of the population by Spring 2009.

The first operator to simultaneously deploy HSUPA and HSDPA service, Bouygues Telecom combines the best of both 3G+ high-speed access modes to deliver maximum user comfort for both the downlink (up to 7.2 Mbit/s) and the uplink (up to 1.4 Mbit/s);

**Technical ramp-up aligned with changing customer expectations**

This two-fold initiative will enable all Bouygues Telecom customers—consumers and businesses alike—with a compatible phone to enjoy the full benefits of 3G+. This high-speed service means fast access to the Web and email, whether from their mobile handset with the Neo.2 service plans, or any laptop PC thanks to the first unlimited mobile Internet service plan.

More mobile bandwidth for high-speed uplinks is particularly valuable for business users since it lets people send and receive large documents by email (including large presentations or documents with images). This makes it easier for business users to manage their daily work while on the move, boosting responsiveness and efficiency.

*3G+: Also known as 3.5G, this protocol delivers ten times the performance of 3G (UMTS) mobile broadband thanks to an enhancement of the software.*

*HSUPA: High-Speed Uplink Packet Access, a data access protocol with extremely high upload speeds—i.e. from the mobile handset or laptop to the network—for large data files.*

*HSDPA: High-Speed Downlink Packet Access, a data access protocol enabling extremely high download speeds—i.e. from the network to the mobile handset or laptop—for large data files.*

**Bouygues Telecom, mobile fixed and Internet communications services**

*Created in 1994, Bouygues Telecom has more than 9.3 million customers, including approximately 6.9 million with contracts, and 8,000 employees. Its ambition is to become the "preferred brand of personal communication services" by further improving customer service.*

*After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans (Millenium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm.*

*In 2008, the all-new range of Neo call plans lets customers select their unlimited calling time slot and includes unlimited Internet surfing.*

*Bouygues Telecom has also become an Internet Service Provider (ISP), launching the Bbox broadband router in October on the fixed network it acquired in July 2008.*

*Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France and very high speeds in major French cities, ensuring service quality tailored to customer expectations.*

*As the No. 1 in Customer Relations in the mobile phone sector \*, Bouygues Telecom is committed to direct customer service. Six customer relations centres in France staffed by 2,000 customer advisors, a distribution network of over 550 stores, and a website available 24/7 combine to ensure optimum customer service.*

*\* BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2008)*

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