

Press release

**Exprima 24/24 plan:  
Bouygues Telecom launches unlimited plan for calls to all fixed operators 24/7**

**The Exprima 24/24 plan is available in mainland France until 26 March. It offers free unlimited calls 24/7 to all fixed operators, including VoIP systems.**

Bouygues Telecom has pushed the boundaries of unlimited calling, less than a year after the launch of Neo, the first call plan to offer unlimited calls to all mobile and fixed operators in France every day from 8pm.

➤ **With the Exprima 24/24 plan, Bouygues Telecom offers calls to fixed operators and VoIP systems whilst on the move**

Users no longer need to be at home to benefit from free unlimited calls to fixed operators. The Exprima 24/24 plan lets users place calls to all fixed operators and VoIP systems "whenever they want wherever they want".

Bouygues Telecom thus satisfies customers' needs:

- 60% of mobile phone calls are made from outside the home;
- one-third of mobile phone calls are made to fixed operators.

➤ **One handset whenever, wherever**

Simple and practical, the Exprima 24/24 plan lets consumers use the same handset at home and whilst on the move. The mobile phone has become the preferred means of making calls as personal contacts can be saved and stored for easy access.

**Exprima 24/24 plans:**

Call time	Calls	Services included	Monthly rate (24-month subscription)	Monthly rate (12-month subscription)
2 hours	<b>Unlimited calls to all fixed operators 24/7</b>	<ul style="list-style-type: none"> <li>- Free unlimited email with i-mode®</li> <li>- Per-second billing from the first second</li> <li>- Unused minutes rollover</li> <li>- Caller ID</li> <li>- Call waiting</li> <li>- Internet itemised billing upon request</li> </ul>	<b>€34.90</b>	€39.90
3 hours			<b>€41.90</b>	€46.90
4 hours			<b>€47.90</b>	€52.90

Out-of-plan call rates: €0.34/min.

Special introductory offer for the first two months:

- 50 SMS/month or 16 MMS included
- Welcome Sound (ring back tone) included
- free i-mode and 30 minutes of mobile TV included (with a broadband i-mode handset) for all subscriptions to an i-mode option

The standard range of Exprima call plans is still available. Exprima lets users make unlimited calls every day from 8pm to all fixed operators, including VoIP systems, in mainland France.

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