



Boulogne, 20 August 2007

Press release

Bouygues Telecom revamps prepaid line with "Max de Temps" and "Unlimited SMS" offers

On 20 August 2007, the "Nomad" card changed its name to the "Bouygues Telecom" card. The "Max de Temps" ("Maxi Time") and "Unlimited SMS" offers inaugurate the new prepaid line.

"Max de Temps" offer: an extremely advantageous prepaid card for calls to France, Europe and Africa – a first!

The "Max de Temps" offer features the best rates on the market to all fixed and mobile operators 24/7 (including calls to Europe, North Africa and the rest of Africa):

€0.25/min. to France, Europe and North Africa

€0.39/min. to the rest of Africa

€0.075/SMS to mainland France

The offer is available with seven recharge cards priced from €5 to €60.

Call credit	€5	€10	€15	€20	€25 + €2.50 free	€35 + €10 free	€60 + €15 free
Calls							
<i>France Europe North Africa</i>	20 min.	40 min.	1 hr	1 hr 20	1 hr 50	3 hrs	5 hrs
	or	or	or	or	or	or	or
Calls							
<i>Africa</i>	12 min.	25 min.	38 min.	51 min.	1 hr 10	1 hr 55	3 hrs 12
	or	or	or	or	or	or	or
Text messages	66 SMS	133 SMS	200 SMS	266 SMS	366 SMS	600 SMS	1,000 SMS
Credit expiry	4 days	8 days	15 days	21 days	1 month	1.5 months	3 months

Calls from mainland France (excluding calls to special numbers and data calls) to Europe (EU), North Africa and Africa billed in 30-second blocks after the first one-minute block.

"Unlimited SMS" offer: unlimited text messages from €10

The "Unlimited SMS" offer is available with six recharge cards priced from €10 to €60 which allow users to send **free, unlimited** text messages to all operators, **every day from 5pm and all day Wednesday and weekends**. Designed to appeal to young people, the offer also includes voice calls.

Call credit	€10	€15	€20	€25 + €2.50 free	€35 + €10 free	€60 + €15 free
Calls	20 min.	30 min.	40 min.	55 min.	1 hr 30	2 hrs 30
Text messages	<div style="border: 1px solid black; border-radius: 50%; width: 20px; height: 20px; margin: 0 auto; display: flex; align-items: center; justify-content: center;">+</div> <p>Unlimited texts to all operators every day from 5pm to midnight and all day Wednesday and weekends</p> <p>Text rate outside these hours: €0.12/message</p>					
Credit expiry	12 days	21 days	1 month	40 days	2 months	4 months

Calls and texts to mainland France (excluding special numbers, data and international calls).

Whatever the offer, Bouygues Telecom card customers enjoy new "frequency bonus"

The bonus is available to all Bouygues Telecom card customers starting on 20 August 2007. Each time customers buy **five recharge cards in less than three months**, Bouygues Telecom **offers call credit equal to 5% of the total amount of the recharge cards**.

Appendix: Bouygues Telecom card range

Alongside the "Max de Temps" and "Unlimited SMS" offers, Bouygues Telecom continues to market the "Classique" and "Spot" plans to enable customers to find the right solution to suit their phone usage.

"Classique" offer: calling in complete simplicity

The "Classique" offer is available with six recharge cards priced from €10 to €60 and offers a single rate to all operators 24/7: €0.50/min. and €0.12/SMS. Call credit is valid for up to six months.

Call credit	€10	€15	€20	€25 + €2.50 free	€35 + €10 free	€60 + €15 free
Calls	20 min.	30 min.	40 min.	55 min.	1 hr 30	2 hr 30
	or	or	or	or	or	or
Text messages	83 SMS	125 SMS	166 SMS	229 SMS	375 SMS	625 SMS
Credit expiry	15 days	1 month	1.5 months	2 months	3 months	6 month

Calls and texts to mainland France (excluding special numbers, data and international calls).

"Spot" offer: double call time thanks to advertising

With the "Spot" offer, users listen to a short advertisement at the start of a call to receive free call credit to all fixed numbers and Bouygues Telecom customers (excluding special numbers and data calls).

Call credit	€10	€15	€20	€25 + €2.50 free	€35 + €10 free	€60 + €15 free
Calls (€0.50/min.)	20 min.	30 min.	40 min.	55 min.	1 hr 30	2 hrs 30
Free calls thanks to advertising	+ 20 min.	+ 30 min.	+ 40 min.	+ 55 min.	+ 1 hr 30	+ 2 hr 30
	or	or	or	or	or	or
Text messages (€0.12/min.)	83 SMS	125 SMS	166 SMS	229 SMS	375 SMS	625 SMS
Credit expiry	15 days	1 month	1.5 months	2 months	3 months	6 months

Calls and texts to mainland France (excluding special numbers, data and international calls).

The Bouygues Telecom card offers the following services and options:

Services	
Free unlimited email with i-mode®	INCLUDED
Multimedia/i-mode access	INCLUDED
"Call Me" text messages	5 free "Call Me" texts/month
"Recharge My Card" text messages	5 free "Recharge My Card" texts/month
Per-second billing from the first second	INCLUDED
Caller ID	FREE
Call waiting	FREE
Calls to voicemail even when call credit has expired	FREE
International roaming	INCLUDED
Customer service (voice server)	FREE
Voice server to recharge or check call credit balance	FREE
Internet recharges (on www.bouyguestelecom.fr , 24/7)	FREE
Text alert for call credit expiry	FREE
Mobile phone loan in the event of failure, loss or theft in mainland France (for a maximum of one month)	INCLUDED
Options	
Unlimited Windows Live Messenger with i-mode	€3.90/month
Welcome Sound	Free demo, €1/month (excl. download costs)

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 8.7 million customers, including 6.2 million with contracts, and 7,400 employees. Its ambition is to become the "preferred brand of mobile 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.

To guarantee high-quality customer service for consumers and businesses alike, Bouygues Telecom offers a large range of broadband services, including broadband i-mode and PCMCIA cards. Its national EDGE broadband network covers more than 91% of the French population.

Bouygues Telecom's six customer relations centres in France employ 2,000 customer advisors for optimum customer service.

Bouygues Telecom press contact

Adrienne de Rochequairie – +33 1 58 17 98 29 – aderoch@bouyguestelecom.fr

Alexandre André – +33 1 39 26 62 42 – aandre@bouyguestelecom.fr