

Press release

**Bouygues Telecom employees active stakeholders
in new corporate foundation**

Bouygues Telecom employees to dedicate time and talent to their Foundation

Within the scope of their status as "volunteers", Bouygues Telecom employees will be able to spend four half-workdays annually on activities that the company's Foundation either finances, or has conceived and executes. This represents a donation by Bouygues Telecom to the Foundation of 3,000 hours of work. The "Volunteers Club" counts nearly 300 company employees.

Foundation challenges

All Foundation initiatives are inspired by a straightforward vision: "Inform and create links between individuals." Foundation-sponsored initiatives span a variety of areas:

- **Support for people facing medical or social difficulties: help overcome isolation and combat exclusion**

The Bouygues Telecom Foundation supports many different associations, including the Associations des Paralysés de France, Petits Princes, Sparadrap, Tréteaux Blancs and Téléphone Maison. It contributes to project funding, proposes participation by volunteers in concrete actions, and donates mobile phones, call credit and computer equipment.

- **Protecting the environment and changing behaviour**

The Bouygues Telecom Foundation is a partner in the "Earth Challenge" project launched by the Nicolas Hulot Foundation. The objective is to provide information and heighten public awareness of the importance of daily actions that can help reduce greenhouse gases.

The commitment of the Bouygues Telecom Foundation has led to very active involvement among employees – over half of whom have become "Earth Challenge" members. What's more, free resources (SMS service) have been provided to encourage the company's customers to join the project. Of the 650,000 "Earth Challenge" members, 150,000 signed up using a Bouygues Telecom SMS, which is nearly 25%. Other concrete actions help make the project a vibrant daily reality, such as arts competitions or the circulation of 120,000 "Green Books for the Earth".

- **Promoting new talent: literary prize**

In March 2007, Bouygues Telecom will launch a new literary prize for the best new novel (written in French) in which SMS (or "texting") language plays a role in the story. The prize is being launched in partnership with publishing house Calmann-Levy.

Languages are continually enriched by new words, codes and behaviours linked to emerging technologies. SMS is a perfect example of this process, and this innovative literary prize provides an exciting vehicle for new forms of "text" expression, arching across two worlds that, far from impoverishing one another, nurture compelling mutual enrichment.

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