

Press release

<p align="center">Bouygues Telecom customers to benefit from new Eurotariff rate cuts as early as 29 May 2008</p>
--

Bouygues Telecom three months ahead of 30 August deadline

Bouygues Telecom has chosen to introduce the new Eurotariff on 29 May 2008 to enable its customers to benefit from the rate cuts from the start of summer.

The EU Regulation has set a 30 August 2008 deadline for all mobile operators in the European Union.

Mobile calls made by Bouygues Telecom customers in the Europe zone to another country in the Europe zone will be billed €0.55 including VAT per minute, compared with the current €0.586 including VAT per minute.

Mobile calls received in the Europe zone will be billed €0.26 including VAT per minute, compared with the current €0.287 including VAT per minute.

The rate cuts will be applied automatically and free of charge for all customers.

The Europe zone includes 26 countries in the European Union (including overseas dependencies), as well as Norway, Iceland and Liechtenstein.

Countries in the Europe zone:

Açores, Aland Islands, Andorra, Austria, Balearic Islands, Belgium, Bulgaria, Canary Islands, Corfu, Crete, Cyprus, Czech Republic, Denmark, Estonia, Faroe Islands, Finland, French Guiana, Germany, Gibraltar, Greece, Guadeloupe, Guernsey, Hungary, Iceland, Ireland, Isle of Man, Italy, Jersey, La Désirade, Latvia, Les Saintes, Liechtenstein, Lithuania, Luxembourg, Madeira, Mahore, Malta, Marie-Galante, Martinique, Netherlands, Norway, Poland, Portugal, Reunion Island, Rhodes, Romania, St.-Barthélemy, Saint Martin (French and Dutch sectors), San Marino, St.-Pierre and Miquelon, Sardinia, Sicily, Slovakia, Slovenia, Spain, Sweden, United Kingdom, Vatican.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has more than 9.3 million customers, including approximately 6.9 million with contracts, and 7,700 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 an unlimited calling time slot. The new mobile internet offer includes free unlimited reception of personal emails regardless of the customer's handset. In addition to an unlocked call plan, the Web & Mail Option offers unlimited mobile internet surfing. Bouygues Telecom will launch its first fixed line offers in 2008.

Bouygues Telecom's mobile internet network combines EDGE and 3G+ technologies in order to provide customers with seamless coverage everywhere in France and very high speeds in the country's biggest cities, in addition to service quality tailored to individual needs.

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

Press contacts

Guillaume Stérin: +33 1 58 17 94 82 – gsterin@bouyguestelecom.fr

Julie Lejour: +33 1 58 17 97 06 – jlejour@bouyguestelecom.fr