

Press release

Bouygues Telecom unveils new mobile internet offer

- **New offer includes free unlimited reception of personal emails (including attachments) on mobile phones.**
- **Web & Mail Option (€9.90/month with plans associated with unlocked phones) for unlimited mobile internet surfing plus email sending and reception (with attachments).**
- **This clear and straightforward option is available with most WAP-enabled mobile phones.**

The best of i-mode®

Bouygues Telecom introduced its i-mode service in 2002, becoming the first operator in France to offer unlimited mobile internet service for its customers. The i-mode portable has helped popularise mobile internet use thanks to a rate plan that reflects customer expectations for easy access, simple navigation, clear, one-off charges and Web content from top-tier partners.

The new **Web & Mail** offers from Bouygues Telecom make mobile internet available to everyone and on all mobile phones.

Receive personal email directly on your mobile phone

A very significant majority of mobile internet users want to be able to access their personal email inbox from their mobile phones¹.

As from 2 April 2008, all Bouygues Telecom customers (including those with locked phones and prepay plans) will have **free, unlimited access to personal email** right from their mobile phones (via webmail or a compatible address provided by their Internet Service Provider). The messages are sent to the mobile phones using a push email service. The new service includes attachments of up to 300KB.

The service will be **available with all 12 Bouygues Telecom phones** (see page 3) as well as compatible phones on the market equipped with integrated email software.



Customers will be able to **configure their mobile email online**. This simple configuration interface gets the mobile email service up and running in just a few clicks.

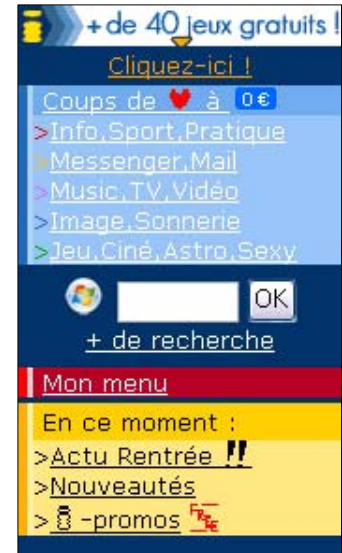
¹ 67% of customers (all operators) would like to receive emails on their mobile phone (TNS Sofrès survey - 2007)

Attractive content on the new i-mode portal plus direct access to the Web for €9.90/month, everything included!

As of 3 March, the **Web & Mail Option** gives customers with Bouygues Telecom call plans unlimited mobile internet use, including sending and receiving emails with attachments. Customers will have several options for mobile Web surfing:

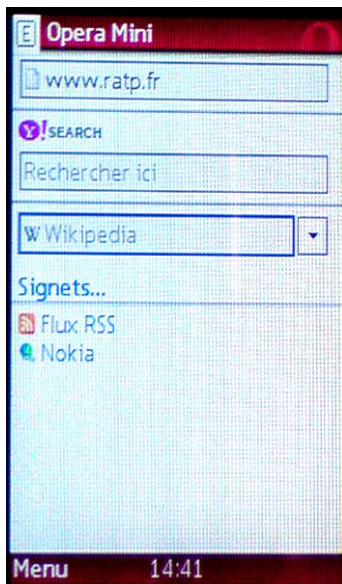
Via the i-mode portal

Bouygues Telecom's i-mode is clear, easy to access and perfectly adapted to internet access via mobile phones. The portal features an attractive selection of top-tier Web content. Whether people want to check the latest news, purchase a train ticket, or find the best way to drive to an address, the i-mode mode gives them instant access to top websites, right in their hand: lequipe.fr, LCI.fr, mappy.fr, pagesjaunes.fr, voyages-sncf.com, ebay.fr, wikipedia.fr, meetic.fr and more. The portal offers over 400 websites, most of them free (not including the cost of navigating from the phone). This portfolio of content covers all the expectations of mobile internet users.



Via the i-mode search engine

Windows Live Search is integrated in the i-mode portal to enable access to all Web content using a keyword search. Web pages are automatically resized to fit the mobile phone screen.



Web applications integrated in phones

With the Web & Mail option there is **no surcharge** for using integrated **Web applications** (search engines, browser) already loaded in the phones.

To protect against abusive and fraudulent use (modems, PtoP, VoIP) and guarantee quality of service, a monthly data transfer volume ceiling has been set at 500MB.

Available to all customers with Bouygues Telecom call plans, this new options costs €9.90/month. For customers using prepaid cards and with locked phones, data transfers are deducted from the call credit at €2 per megabyte. A special introductory offer for new customers gives them two free months of Web & Mail service when they purchase a Bouygues Telecom plan.

This simple offer features no hidden charges, can be cancelled at any time and works with most mobile phones on the market, enabling Bouygues Telecom to take another major step in popularising mobile internet access among all its customers.

Bouygues Telecom phones

To make it easier than ever for customers to enjoy a rich mobile internet experience, Bouygues Telecom offers a **complete range of 12 mobile phones**, including some of the hottest models on the market. Both the **Nokia 6500 Slide** and **Samsung F490** are designed specifically for mobile internet and multimedia applications.

Sleek design, multimedia capabilities, touch screens... there's a Bouygues Telecom phone that's just right for each and every customer:



HTC
Touch Dual

LG
KU990

Samsung
U600

Sony Ericsson K770i

Samsung
J700



Nokia 6500 Slide

- **High-quality photos** (auto focus, Flickr photo management, videos)
- **Trendy design** (brushed steel look finish, slim 16.4mm), 16M colour screen
- **Pocket multimedia player** (MP3, TV output, Bluetooth, USB port, OS 40)
- **3G Compatible**



Samsung F490

- Large 3.2-inch **touch screen**, Samsung ergonomics
- **Multimedia MP3 player** (video/MP3; APN 5MP camera with auto focus; photo album with special effects, memory card slot)
- **Integrated Web browser** for optimum mobile Web surfing
- **3G+ Compatible**

Bouygues Telecom mobile internet services available as from 3 March 2008



Web & Mail Option

Email send and receive with attachments + Web surfing

€9.90/month



BlackBerry Web & Mail Option

Email send and receive with attachments + Web surfing

€11.90/month



Unlimited i-mode option (with i-mode phone)

i-mode email send and receive + i-mode surfing

€9.90/month

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 9 million customers, including approximately 6.6 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.

Bouygues Telecom will launch its first fixed line offers in 2008 to meet households' requirements for multimedia equipment and services.

To guarantee high-quality customer service for consumers and businesses alike, Bouygues Telecom markets a large range of broadband services. Its national EDGE broadband network covers more than 93% of the French population.

Launched in 2008, 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's 3G+ network carries even higher speeds to tailor solutions to customers' future needs.

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

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