



Boulogne, 23 February 2006

Press release

**Bouygues Telecom introduces new telephony package Neo
10 years after the first talk plan**

Ten years after introducing the first talk plan, Bouygues Telecom is releasing Neo and Exprima on 1 March 2006. These two new ranges of price plans feature major innovations based on unlimited and international calling.

Bouygues Telecom is changing the market rules with **unlimited calling** solutions that are:

- tailored to **people on the move** using personal phones
- easy-to-use and clear for **calls to ALL fixed and/or mobile operators**
- standard features **in all new Neo and Exprima plans** (which replace the *Référence* and *Intégral* packages)
- adapted to consumer lifestyles, **every day from 8pm**

Bouygues Telecom is also the first operator to offer a package covering **calls to all fixed and mobile operators in North America and Europe, at the same price as calls to mainland France.**

With a penetration rate of 80% in France, the mobile phone has become the preferred personal phone set for calling friends and family in France and abroad on fixed or mobile numbers.

Neo: unlimited calls to all fixed and mobile operators in France every day from 8pm, and all fixed and mobile operators in North America and Europe at the same price as calls to France

Neo is the first mobile phone price plan to offer:

- unlimited calls to all fixed (including VoIP systems) and mobile operators in mainland France, every day from 8pm: unlimited access to over 70 million numbers regardless of the correspondent's operator.
- calls to Europe and North America (USA and Canada) via any fixed or mobile operator, at same price as calls to mainland France, with calls deducted directly from time allowance.

Seven Neo plans, from 2 to 15 hours:

Time	Unlimited calls	Calls to Europe & North America (USA & Canada)	Services included	Monthly price (12-month subscription)	Monthly price (24-month subscription)
2 hours	Unlimited to all fixed and mobile operators every day from 8pm	Same price as calls to mainland France, deducted directly from time allowance (2 to 15 hours)	Caller ID	€43.90	€39.90
3 hours			Time carry-over	€48.90	€44.90
4 hours			Call waiting	€53.90	€49.90
6 hours			20 SMS or 6 MMS	€75.90	€67.90
8 hours			i-mode access	€91.90	€83.90
10 hours			2 Mb of data credit	€107.90	€99.90
15 hours			Free unlimited e-mail	€147.90	€139.90

Price on excess time: €0.30 per minute. Second-by-second call timing under time allowance.

Special introductory offer for first two months:

- Free i-mode
- Option for 50 SMS or 16 MMS per month included
- 30 minutes TV with broadband i-mode phone

Countries in North America and Europe:

USA (except Alaska & Hawaii), Canada, Albania, Andorra, Austria, Belgium, Bosnia, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Faeroe Islands, Finland, Germany, Gibraltar, Greece, Hungary, Iceland, Ireland, Italy, Liechtenstein, Luxembourg, Macedonia, Malta, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, Vatican.

The three Baltic states will be included from 1 May 2006.

Exprima: unlimited calls to all fixed operators every day from 8pm

Exprima plans cover unlimited calls to all fixed operators (including VoIP systems) in mainland France every day from 8pm: unlimited access to over 30 million numbers!
Exprima is a highly affordable solution starting at €22.90 for one hour (under a 24-month subscription).

Six Exprima flat-rate plans, from 1 to 8 hours:

Time	Calls	Services included	Monthly price (12-month subscription)	Monthly price (24-month subscription)
1 hours	Unlimited to fixed lines every day from 8pm	Caller ID Time carry-over Call waiting i-mode access Free unlimited e-mail	€26.90	€22.90
2 hours			€33.90	€29.90
3 hours			€41.90	€37.90
4 hours			€48.90	€44.90
6 hours			€63.90	€59.90
8 hours			€78.90	€74.90

Price on excess time: €0.34 per minute. Second-by-second call timing under time allowance.

Special introductory offer for first two months:

- Free i-mode
- Option for 50 SMS or 16 MMS per month included
- 30 minutes TV with broadband i-mode phone

Youth option: unlimited SMS and MMS to all operators every day from 8pm

The Bouygues Telecom *Avantages Jeunes* youth option extends unlimited coverage to SMS and MMS for students. In addition to unlimited calls from 8pm (to all fixed operators, or all fixed and mobile operators, depending on the plan chosen), the scheme offers unlimited SMS and MMS every day from 8pm, in mainland France. This option is available free of charge with all 24-month subscriptions.

With the Neo and Exprima plans, along with its i-mode™ feature, Bouygues Telecom proposes convergent unlimited mobile phone services extending to voice and internet.

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