

Press release

Bouygues Telecom's new store goes on line

A wider choice and more exclusive advantages on line

Bouygues Telecom's new interactive sales outlet, which can be accessed from www.bouyguetelecom.fr, lets internet users subscribe to Bouygues Telecom's full range of offers on line.

This online store open 24/7 also features a service that allows customers to compare offers and handsets – nearly 80 models are available – in complete freedom.

If customers subscribe directly to an offer on the site, they benefit from exclusive advantages reserved for internet users, including free text messages (120 text messages/month for 12 months free of charge), free call time and promotional offers on handsets.

Three clicks and no paper

In just three clicks, customers can choose their handset, sign up to an offer (Bouygues Telecom call plan, Nomad prepaid card or Universal Mobile) and accept the contract terms on line.

Bouygues Telecom's online store was given a facelift in June 2006 and now offers customers greater flexibility, with a simplified and highly secure sales process. Customers are no longer required to send in proof of identity or other papers; they simply subscribe to an offer and activate their mobile number on line.

The advantages of the online store are:

- Available 24/7
- Offers an extensive range of handsets
- Features full information about offers and handsets (detailed presentation, slide show, 3D demos of handsets)
- Free 48-hour express delivery (Chronopost)
- Exclusive web advantages: free text messages (120 text messages/month for 12 months free of charge with Neo and Exprima call plans), free call time (for the TF1 Mobile call plan) and promotional offers on handsets.

Thanks to the online store, Bouygues Telecom makes mobile telephones even more accessible to all.

About Bouygues Telecom

The ambition of Bouygues Telecom is "to become the preferred brand of mobile communication services" and to further improve the welcome and service it offers its 8,305,000 customers. After creating the talk-plan concept in France in 1996, the company launched its i-mode® services in November 2002. To date, i-mode has attracted 1,500,000 customers, including more than 300,000 customers owning a broadband i-mode phone. These new services, which can be accessed by over 91% of the French population through the national EDGE broadband network, have become highly successful. Bouygues Telecom also offers a complete range of broadband i-mode services for businesses and professionals.