

Press release

Bouygues Telecom counts more than 60,000 Windows Live Messenger™ subscribers

One year after Bouygues Telecom launched the MSN Messenger instant messaging service (now called Windows Live Messenger) on mobile phones, the service counts more than 60,000 active subscribers. This is a perfect example of interaction between the web and i-mode™.

Bouygues Telecom reaffirmed its pioneering role in innovative products and services when it released the MSN Messenger offering in November 2005.

Windows Live Messenger on i-mode is **available at the monthly rate of:**

- €2.50 for customers with talk plans;
- €3.90 with unlimited data traffic included, for customers with Nomad prepaid cards (since August 2006).

Windows Live Messenger on i-mode allows customers to:

- exchange instant messages with emoticons;
- use tabs to manage chats more easily;
- change aliases directly from their mobile phone;
- save 300 contacts in their contact list and create groups (friends, family, etc.);
- be alerted by a "pop-up" when one of their contacts logs on or off, or when they receive a message.



User profile

Windows Live Messenger is highly appealing to a young customer base, particularly under-25s and students. These customers enjoy the convenience of a web environment on i-mode. Mobile instant messaging allows them to stay in touch with their entire contact list all the time. It is a major sign of interaction between home PCs and mobile phones.

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