

Bouygues Telecom starts the school year with special offers targeting young people in particular

Bouygues Telecom launches i-mode® services and unlimited text messages on Nomad cards

The Nomad card has offered access to i-mode services since 21 August. Bouygues Telecom customers using a Nomad prepaid card and an i-mode compatible mobile can access the Internet from their pocket, 24/7. They can also send unlimited emails free of charge from metropolitan France. The Windows Live Messenger (formerly MSN Messenger) instant messaging option is offered at a monthly rate of €3.90, including the associated data traffic.

Also launched at the start of the new term, Bouygues Telecom's "unlimited SMS Nomad Card" is the first in the prepaid plan market to offer unlimited SMS sending to all operators. Costing €20 and valid for one month, it offers unlimited SMS sending from metropolitan France to all operators between 5:00 p.m. and 8:00 p.m. and 40 minutes of call time or, outside the unlimited SMS period, up to 166 text messages.



Neo and Exprima contracts: unlimited call time, SMS and MMS to all operators

The "Avantage Jeunes" option, available on Neo and Exprima contracts, offers unlimited SMS and MMS sending every evening between 8:00 p.m. and midnight. In addition to unlimited call time (to all fixed numbers or all fixed and mobile numbers, depending on the contract chosen), university, secondary school and college students can send unlimited SMS and MMS messages to all operators in metropolitan France. "Avantage Jeunes" is free of charge simply by subscribing to a 24-month contract.

Large-scale media campaign

The launch of these contracts and options is being announced simultaneously on a wide range of advertising media. A combined poster, TV, cinema and radio campaign is therefore publicising these new Bouygues Telecom offers.

An innovative Internet portal, the interface preferred by the young target market, has also been created. Bouygues Telecom's seasonal publicity campaign on the Internet, timed to coincide with the start of the new academic year, is therefore enhanced by a set of partnerships, event-based promotions and campaigns. These include an advertising campaign launched in collaboration with communication channels closely related to the young target market: Yahoo!, MSN Messenger, WAT, Overblog, Dailymotion, etc. These campaigns, together with the entire Bouygues Telecom product range, can be found on the Web site www.bouyguetelecom.fr.

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.

Further information:

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Image (page précédente)

Nomad card: unlimited SMS €20 [illisible] Bouygues	The card offering UNLIMITED SMS all operators every day from 5:00 p.m. to 8:00 p.m. + up to 40 mins of calls
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