



Boulogne, 4 February 2009

Press release

Bouygues Telecom welcomes Paris Court of Appeal's ruling on iPhone sales

Bouygues Telecom is delighted with the Paris Court of Appeal's ruling that cancels exclusive iPhone sales agreements.

Thanks to the decision, Bouygues Telecom will soon be able to market iPhones once the sales terms have been completed with Apple.

Talks are currently underway.

Customers interested in the new offer can subscribe at: www.bouyguetelecom.fr to get information on the arrival of iPhone at Bouygues Telecom.

The decision marks a major step in favour of consumers. They will now be able to choose, with no ties and independently:

- their mobile phone from the entire handset range in the market;
- their operator depending on the offers available.

Created in 1994, Bouygues Telecom has more than 9.3 million customers, including approximately 6.9 million with contracts, and 8,000 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 (Millennium), 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 their unlimited calling time slot and includes unlimited Internet surfing.

Bouygues Telecom has also become an Internet Service Provider (ISP), launching the Bbox broadband router in October on the fixed network it acquired in July 2008.

Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France (94% and 72% respectively) and very high speeds in major French cities, ensuring service quality tailored to customer needs.

As the No. 1 in Customer Relations in the mobile phone sector¹ for the second year running, Bouygues Telecom is committed to direct customer service. Six customer relations centres in France staffed by 2,000 customer advisors, a distribution network of over 580 stores, and a website available 24/7 combine to ensure optimum customer service.

¹ *BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2008)*

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