

Press release

Bouygues Telecom to Offer iPhone 3G in France on April 29

Bouygues Telecom today announced that the revolutionary iPhone 3G will be available through the Bouygues Telecom network, online at www.bouyguestelecom.fr and Apple-approved Bouygues Telecom resellers beginning April 29.

iPhone 3G combines three products in one - a revolutionary phone, widescreen iPod and breakthrough internet device, to create an incredible mobile experience. With fast 3G networking, GPS mapping and support for enterprise features including Microsoft Exchange, iPhone 3G puts even more features at your fingertips. The groundbreaking App Store provides access to tens of thousands of applications from games to social networking to financial planning and health management, generating more than 500 million downloads to date. iPhone 3G is now available in over 70 countries around the world.

"We're delighted to be able to offer the iPhone 3G to our customers with a new subscription plan tailored for iPhone 3G. Customers can enjoy the incredible user experience offered by iPhone 3G on our 3G network, which will cover 75 percent of the French population by this summer," said Frédéric Ruciak, managing director, marketing and communications of Bouygues Telecom.

Bouygues Telecom will offer a new range of special iPhone 3G subscription plans, **starting at 37.90 euro per month** (VAT included)¹. These plans include an extended choice of unlimited calling periods (including calls to all operators) as well as unlimited SMS, unlimited browsing on the 3G network, e-mail and access to Bouygues Telecom Wi-Fi hot spots across France.

Bouygues Telecom will also offer iPhone with a Universal Music Mobile blocked bundle for just 24.90 euro per month (VAT included)¹ including a 1.5hrs of voice calls, unlimited SMS, unlimited browsing and e-mail and unlimited access to Bouygues Telecom Wi-Fi hot spots.

Items	Bouygues Telecom bundles for iPhone 3G					Universal Mobile blocked bundle for iPhone
Monthly fee (Length of contract : 24 months)	€37.90	€44.90	€54.90	€65.90	€76.90	€24.90
Voice credit (hours)	2 hrs	2 hrs + unlimited between 9.30pm-6am	3 hrs + unlimited between 9pm- 6am	4 hrs + unlimited between 8pm-6am	4 hrs + unlimited between 7pm-6am + week-end	1.5 hrs
SMS	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Web & Mail for iPhone	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

Bouygues Telecom, Mobile, Fixed and Internet Communication Services

Created in 1994, Bouygues Telecom has 9.6 million customers, including 7.2 million with contracts, and 8,650 employees. Its ambition is to be the "preferred brand of personal communication services" thanks to a continuous focus on superior customer service.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans (Millenium), 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 an unlimited calling time slot and includes easy 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 3G+ (75% of the population to be covered by 3G+ by Summer 2009) and EDGE (over 94% of the population covered by EDGE) technologies in order to provide customers with seamless coverage everywhere in France and very high speeds in the country's biggest cities, in addition to service quality tailored to individual needs.

Ranked No. 1 in Customer Relations in the mobile phone sector*, Bouygues Telecom is committed to proactive, direct customer service. Six customer relations centres in France staffed by 2,000 customer advisors, a distribution network of 590 Bouygues Telecom Club stores, and a website available 24/7 combine to ensure optimum customer service.

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

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¹ In metropolitan France, see details of unlimited and bundle offers conditions on <u>www.Bouyguestelecom.fr</u>.