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Press release

## **Bouygues Telecom 3G+ service covers 75% of the population**

Bouygues Telecom has extended coverage of its latest-generation 3G+ network to 75% of the population in France—18 months ahead of the December 2010 deadline set by the terms of its licence.

Bouygues Telecom categorically denies any self-imposed moratorium on deployment of its mobile relay antennas. Quite to the contrary, the operator is committed to bringing customers the benefits of best-in-class technology able to accommodate usage trends marked by ever-growing demand for faster mobile speeds.

As the first operator to simultaneously offer both HSUPA and HSDPA technologies, Bouygues Telecom combines the best of both 3G+ solutions to guarantee the best possible user experience for both downlink (up to 7.2 Mbit/s) and uplink (up to 1.4 Mbit/s) communications.

Bouygues Telecom is committed to bringing its customers the full benefits of the latest-generation 3G technology.

The Bouygues Telecom 3G+ network covers all major cities and the majority of cities with over 5,000 inhabitants.

*3G+: Also known as 3.5G, this mobile broadband protocol is a software evolution of 3G (UMTS) that provides ten times faster speeds.*

*HSUPA: High-Speed Uplink Packet Access, a technology that allows fast sending of very large amounts of data from a mobile handset or laptop to the network, i.e., the “uplink”.*

*HSDPA: High-Speed Downlink Packet Access, a technology that allows fast reception of very large amounts from the network to a mobile handset or laptop, i.e. the “downlink”.*

### **About Bouygues Telecom**

Created in 1994, Bouygues Telecom has more than 9.6 million customers, including approximately 7.2 million with contracts, and 8,650 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 75% 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 sector\* 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 590 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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