



Boulogne, 23 September 2009

Press release

**Bouygues Telecom has passed the 10-million mobile customer mark  
and sold more than 200,000 iPhones**

***10-million mobile customer mark passed in September  
(33% of net market growth in the first half)***

***A symbolic threshold that rewards 15 years of innovation to the benefit of our customers  
At the same time, Bouygues Telecom sold more than 200,000 iPhones in less than five months***

After pioneering the call plan concept in 1996, followed by unlimited call plans with Millennium in 1999 and neo in 2006, Bouygues Telecom launched the neo.2 range in 2008, which lets customers select the unlimited calling time slot that best suits their needs.

In 2009, Bouygues Telecom invented an all-in-one groundbreaking service with ideo: customers choose the mobile plan that matches their needs and benefit from the Bbox gateway for fixed telephone, television and Internet.

Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France (over 94% and 79% respectively) and very high speeds in major French cities.

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