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Press Release

Bouygues Telecom to offer Very High Speed fixed Internet service in 2010

With the successful start of its Bbox gateway and the new all-in-one quadruple play offer, Bouygues Telecom will expand its position in the fixed-line market, providing a Very High Speed internet service of up to 100Mbits/second, widely available to customers.

Bouygues Telecom will make Very High Speed fixed Internet access available to 3.3 million households

In summer 2010 Bouygues Telecom will launch a fixed-line offer that includes Very High Speed Internet access plus high-definition television.

Bouygues Telecom will have access to 3.3 million domestic connections offering bandwidth of up to 100 Mbits/second.

Rather than wait for the deployment of fibre-to-the-home, which will take several years, Bouygues Telecom has decided to make its Very High Speed Bbox offer available in the near term. At 30 June 2009, French telecom regulator ARCEP announced that only 230,000 consumers had signed up for fibre-optic offers in France*.

"Bouygues Telecom customers in the areas covered will benefit from our Very High Speed service as of 2010. Bouygues Telecom is thus strengthening its initial position in the fixed market," said Olivier Roussat, Chief Executive Officer of Bouygues Telecom.

Customer relations: unrivalled quality of service from Bouygues Telecom

Bouygues Telecom is fully committed to delivering the same high customer relations quality for the new Very High Speed service as for its existing ADSL and mobile services.

For the third consecutive year in 2009 Bouygues Telecom was voted No. 1 in Customer Relations in the mobile phone sector (TNS Sofres-BearingPoint survey). Since 2006, Bouygues Telecom customer support for consumer call plans has been certified "NF Service Centre de Relation Client" by French certification body AFAQ AFNOR Certification. Direct customer care is provided by 2,000 multi-task customer advisors, a distribution network of 590 Bouygues Telecom Club stores, plus Web support services available 24/7.

Network

Bouygues Telecom will deploy its offer via the network owned by Numericable, which counts 8.3 million connections compatible with High-Definition TV, VoD, Internet and telephone services, including 3.3 million connections able to deliver bandwidth of up to 100 Mbits/second using FTTx technology.

*Source ARCEP: Very High Speed service report – Figures at 30 June 2009 (published on 28 September 2009).

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