



Paris, 14 June 2010

Press release

Bouygues Telecom has passed the 500,000 Bbox customer mark

This performance, achieved less than twenty months after the launch of the Bbox gateway, confirms Bouygues Telecom's successful start in the fixed-line business and the relevance of its quadruple play invention.

For Frédéric Ruciak, Senior Vice President, Marketing and Communications, *"This success proves the relevance of Bouygues Telecom's fixed-line strategy based on innovation for the benefit of our customers as we have always done in the mobile business"*.

After acquiring its own fixed network in July 2008, Bouygues Telecom launched the Bbox gateway the same year.

In May 2009, Bouygues Telecom invented the "all-in-one" solution with ideo, the first quadruple play offer in the market combining mobile and fixed phone, television and internet.

This year, Bouygues Telecom enhanced its offering with ideo 24/24, the first quadruple play package with 24/7 unlimited mobile calls to all operators plus 24/7 unlimited SMS/MMS, Internet, email and 3G+ TV.

In the autumn, Bouygues Telecom will introduce a fixed-line offer that includes Very High Speed Internet and high definition TV of up to 100 Mbits.

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