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Press release

Next generation Bouygues Telecom Bbox product line to integrate new CE media processor from Intel Corporation

Bouygues Telecom, which introduced quadruple play service to France in 2009, has launched development of its next-generation Bbox fixed product line .

For its new products, Bouygues Telecom has selected the Intel® Atom™ processor CE4200, code named Groveland, a system-on-chip designed for CE devices, including gateway and set top boxes for the cable and service provider industries.

The trailblazing service offers created by Bouygues Telecom will take advantage of the processing power of the CE4200, and will bring fixed Internet customers in France an unprecedented entertainment experience.

“We’re absolutely thrilled to announce this new collaboration with Intel, which enabled us to begin work on our next generation of fixed product line last November. Taking advantage of the tremendous capabilities of this new processor we’ll be able to bring our customers an exciting new home digital experience,” said Olivier Roussat, Chief Executive Officer of Bouygues Telecom.

“Intel is honored that Bouygues Telecom has selected the CE4200 as the foundation of its new Bbox product line”, said Brad Daniels, vice-president and general manager, Digital Home Group, Intel Corporation. “The CE4200 is designed to integrate TV and Internet services, and has the processor performance to power media-rich applications. We look forward to working with Bouygues Telecom to help deliver next-generation services to its subscribers.”

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 10,721,000 mobile customers and 645,000 fixed-line customers. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services. Each day, the company's 9,000 employees develop solutions aligned with changing customer needs and deliver efficient support.

After pioneering the mobile talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: Millennium (1999) and neo (2006).

Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router.

In 2009, Bouygues Telecom invented the “all-in-one” solution with ideo the first quadruple play offer in the market.

In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer, and began investing in fibre-to-the-home in high-density areas.

Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 83% of the population.

Bouygues Telecom is the only operator to be awarded “NF Service Centre de Relation Client” certification from French standards agency AFAQ AFNOR for all its consumer activities (mobile and fixed). The company has also been ranked No. 1 in Customer Relations in the mobile phone sector for the fourth year running. Customer relations centres, a distribution network of 620 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 2010)*

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.

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