



## ORANGE TRIUMPH AT WORLD COMMUNICATION AWARDS

**London, 14 November 2006:** Orange was named winner of the two most competitive categories at the World Communication Awards 2006 – taking away the awards for ‘Best Global Carrier’ and ‘Best Mobile Operator’ at a ceremony at London’s Marriott Hotel, held on 9<sup>th</sup> November. Orange was also highly commended in the ‘Best Brand’ category. The awards, which received a record number of entries this year, recognise significant achievements and developments in the global telecoms industry.

Orange Business Services, the worldwide extension of the Orange brand to all France Telecom’s communications services for businesses, was named Best Global Carrier for its leadership in the integration of mobile, fixed and IP technologies, helping customers maximise their IT investments. Orange Business Services offers one of the industry’s broadest portfolio of communications services to enterprises in more than 220 countries and territories leading the migration to IP convergence and the integration of IT and telecom networks. David Molony, one of the WCA judges, said: “Orange Business Services has bounced back this year with a series of corporate contracts.” Another judge, commented: “They are truly a global leader in providing solutions to large enterprises, and can be regarded as the benchmark for most other service providers.”

This is also the second year that Orange has been named ‘Best Mobile Operator’. In the past year, Orange has seen customer growth of over 16 per cent and embarked on several pioneering projects and partnerships with some of the world’s leading manufacturers, content and entertainment providers. Orange’s focus on delivering an exceptional customer experience is exemplified in its Signature Device programme which aims to provide a consistent user interface across handsets. The Signature Device Programme increased business customer retention by 16 per cent in the last 12 months. Orange has also taken a number of major steps on the road to an integrated mobile experience, including the introduction of services such as Business Everywhere, providing customers with the best and most cost-effective network access for mobile working, as well as offering broadband for both business and consumers. "For this category we really needed to pick a company which represents best practice in this sector globally, and has scale," said one judge. "Orange is it."

“We understand that the ultimate communications requirements for businesses are integrated and converged services enabling new means of communication and supporting new business opportunities,” said Barbara Dalibard, France Telecom Group Executive Vice President, Enterprise Communication Services Division, and Orange Business Services Executive Vice President. “As a result, operators are being judged on the quality of the customer experience and on how they deliver simple and unified services. We hope these awards demonstrate how we are leading the industry in this regard.”

“These awards are a testimony to Orange’s ongoing commitment to provide the best integrated experience and service to all of our customers – both personal and business – worldwide. We are just at the beginning of our exciting journey, which will hopefully lead to many more award-winning projects and initiatives in the future,” said Sanjiv Ahuja, Chief Executive Officer, Orange.

Orange was also highly commended in the Best Brand category, cementing its position as a truly global brand. “This year we became a total communications provider uniting internet, TV, mobile and business services under one brand. Being commended for this shows the strength of the Orange brand across the world in all sectors of the mobile world,” said Ahuja.

**ENDS**

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**Notes to Editors**

Orange is a key brand of the France Telecom Group, one of the world’s leading telecommunications operators with more than 153 million customers on five continents.

In June, 2006, as part of the France Telecom Group integrated operator strategy (NEXt programme) to deliver simple, convergent products, Orange became the single brand for mobile, broadband and multiplay offers in France, the United Kingdom, The Netherlands and in October, in Spain, strengthening Orange’s position as the number two mobile and internet services brand in Europe. In addition, Orange Business Services became the new banner for business communications solutions and services. Orange Business Services is present in 166 countries and territories and serves customers in 220.

The France Telecom Group has 23 mobile and nine internet operations across the world. At September 30, 2006, the group had 92.59 million mobile customers, 12.09 million internet customers and 48.59 million fixed line customers.

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