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Kuoni Group signs 5-year IP Telephony contract with Orange Business Services

standardized platform delivers virtualization of contact centers leading to more dynamic services for customers and reduced costs

The Kuoni Group, one of Europe's leading leisure travel companies with headquarters in Zurich, Switzerland, signed a 5-year contract with Orange Business Services for pan-European managed IP Telephony and call center services. The roll-out will start in the U.K. and Switzerland, and will run over the next 18 months.

Kuoni intended to unify and consolidate its telephony technology and PBX systems across the countries in order to be more flexible and dynamic through virtualization. Together with technology provider Avaya, Orange Business Services won the tender based on its EMEA footprint and its competency in managed IP Telephony, call center services and IP Telephony in general.

With the new standardized platform, Kuoni profits from a consolidated pan-European infrastructure that brings flexibility and dynamic resource allocation.

Kuoni CIO Bojan Jokic said: "Orange Business Services showed us how a managed IP Telephony solution will add more value to our business and to our customers by increasing employee productivity and flexibility. Kuoni will benefit from having predictable costs and an even more reliable performance while our customers will benefit from our even greater ability and flexibility to service them over the phone, thanks to IP Telephony's advanced capabilities."

"We are pleased to be chosen by Kuoni for their pan-European IP Telephony," said Peter Moebius, vice president and country manager, Orange Business Services Switzerland. "It's always a great challenge to implement such a complex solution. In creating this cohesive business-relevant solution for Kuoni, we showcase our competency and dedication."

About Kuoni

The Kuoni Group is one of Europe's leading leisure travel companies, and generated consolidated turnover of CHF 4 855 million in 2008 with a worldwide workforce of 9 797 (full-time-equivalent) employees. The company's activities are focused on its Leisure Travel and Destination Management businesses. Head Office is in Zurich, Switzerland, where Alfred Kuoni





founded the company back in 1906. The Kuoni Group has steadily and systematically developed its position in the world travel market over the years, and has branch operations today in more than 40 countries in Europe, Asia, Africa, Australia and North America. Kuoni aims to be the world's best and most successful leisure travel company in the premium and specialist segment. The Kuoni Group was named "World's Leading Tour Operator" at the World Travel Awards in 2008, the eleventh time in a row it has earned this distinction.

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates. At the end of 2008, France Telecom had consolidated sales of 53.5 billion euros and a customer base of more than 182 million customers in 30 countries. These include 122 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one provider of broadband Internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

The Group's strategy, which is characterized by a strong focus on innovation, convergence and effective cost management, aims to establish Orange as an integrated operator and benchmark for new telecommunications services in Europe. Today the Group remains focused on its core activities as a network operator, while working to develop its position in new growth activities. To meet customer expectations, the Group strives to provide products and services that are simple and user-friendly, while maintaining a sustainable and responsible business model that can be adapted to the requirements of a fast-paced and changing eco-system.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

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