



Arian Financial chooses Orange Business Services - Trading Solutions' Open Trade communications platform

London, 6 December 2010 - Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, today announced that leading UK interdealer broker Arian Financial has selected Open Trade as its innovative trading communications platform of choice. Open Trade is a touch screen multimedia, smart turret seamlessly integrating voice, video, email, instant messaging and web-based applications onto one communications device.

Implemented this month at Arian Financial's UK headquarters, the company chose Open Trade to take advantage of the turret's compactness which has saved the firm as much as 50 per cent desk real estate. The platform's superior sound quality was also a key selling point since Arian's business is led by voice communication along with its reliability and efficiency. Open Trade's sleek design, colour coding and ease of use also attracted Arian Financial to the platform.

"Upgrading our technology to Open Trade was a must for us, it's simple to understand, manage and was easy to deploy. The desk space saved has been immense and the sound quality has made a huge amount of difference to our brokers. Open Trade is the future of trading technology and incorporates all the different applications a modern trader needs with efficiency. Orange Business Services - Trading Solutions has a clear grasp of what is required in a trading room and have considered all aspects thoroughly," said John Meadows, Senior Partner at Arian Financial".

Richard Petti, UK and Ireland managing director at Orange Business Services - Trading Solutions said, "We are extremely happy that Arian Financial is using Open Trade. They have embraced the advanced functionality of Open Trade recognising that the future of trading begins here. This is also proof that our customers trust the security and robustness of our managed solution. These are exciting times for us as we have already seen significant interest in Open Trade from financial institutions around the globe this year."

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About Orange

Orange is the key brand of France Telecom (NYSE:FTE), one of the world's leading telecommunications operators. At the end of 2009, France Telecom had sales of 44.8 billion euros (33.7 billion euros for the first nine months of 2010). At Sept. 30, 2010, the Group had a total customer base of 203 million customers in 32 countries.

For more information visit: www.orange.com or www.orange-innovation.tv

About Orange Business Services

Orange Business Services, the France Telecom Orange branch dedicated to B2B services, is a leading global integrator of communications solutions for multinational corporations. With the world's largest, seamless network for voice and data, Orange Business Services reaches 220 countries and territories with local support in an additional 166. Thousands of enterprise customers and 1.4 million users rely on Orange Business Services international platform for communicating and conducting business. Learn more at www.orange-business.com

About Orange Business Services - Trading Solutions a single source of innovation.

Orange Business Services - Trading Solutions is a leading provider of convergent voice and electronic trading infrastructure and services for the trading communities. It is an international subsidiary of the Orange Group, employing over 450 people in the major financial centres across the globe including Beijing, Frankfurt, Geneva, Hong Kong, London, Madrid, Milan, New York, Paris, Shanghai, Sydney, Singapore, Tokyo and Zurich. The company is supported by a global partner network of distributors in 50 countries offering customers 24/7 service.

Orange Business Services - Trading Solutions has more than 45 years experience of working with the financial services trading industry. With a focus on building long-term partnerships with customers, Orange Business Services - Trading Solutions brings innovative solutions and the highest quality services to the trading community. It provides optimised solutions over its dedicated trading network to a community of more than 2,000 network member organisations, encompassing buy-side and sell side institutions and trading venues.

Orange Business Services - Trading Solutions also offers flexible trading products and services including state of the art, unified voice trading solutions with over 40,000 turrets in play featuring user's programmable interfaces, touchscreens and voice/instant messaging recording solutions. For more information please visit www.orange-business.com/trading-solutions