



Tradition replaces existing network with Orange Business Services - Trading Solutions' low latency TCSnet to deliver trading applications to Wall Street clients

London and New York, January 10, 2011 – Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, announced today that Tradition NA, one of the world's leading global interdealer brokers, has chosen TCSnet as their primary client connectivity network. TCSnet is Orange Business Services - Trading Solutions' dedicated financial extranet which delivers mission-critical real-time trading applications to Tradition's Wall Street clients.

Orange Business Services - Trading Solutions was selected by Tradition to implement TCSnet at the firm's North America offices. Tradition is using TCSnet to communicate with clients and transact OTC and commodity products faster via the secure, resilient, dedicated trading network. The migration to TCSnet was completed in only two weeks. Tradition NA went live with the network in December.

Bob Vitale, director of data & telecommunications for the Americas at Tradition NA said, "Like any smart business in the current climate, we look for ways to cut annual costs without losing the quality of service we need and expect. We chose TCSnet from Orange Business Services - Trading Solutions because it offers all the network trading services we need while ensuring security, high performance and resiliency at a highly attractive price point. The implementation was swift and smooth and the client service has been exceptional."

Orange Business Services - Trading Solutions launched TCSnet, its global MPLS (Multi Protocol Label Switching) trading network, in 2009 to help facilitate trading between counterparties and enable financial services firms to gain access to all of the world's major financial hubs. It is a highly secure financial transaction platform that delivers critical trading applications, significantly cuts latency and meets the demanding service requirements of financial market participants.



“Two years ago, we launched TCSnet to the global financial community and the network continues to expand every month. Today more than 2000 members rely on the power, reliability and security of TCSnet each day. We are delighted that Tradition has joined this community as it is further proof of the strength of the network and our ability to serve the market whatever customers’ voice or electronic trading requirements might be,” said Jerry Mattiace, vice president at Orange Business Services - Trading Solutions for the North America region.

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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



Tradition (North America)

Tradition NA is a wholly-owned company of Compagnie Financière Tradition, the world's third largest interdealer broker in over-the-counter financial and commodity-related products, including the cash and physical components of the more esoteric derivative sectors. Represented in 19 countries, Tradition employs nearly 2,000 people globally and services approximately 7,000 institutional clients.