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Orange Business Services renews its network services partnership with Cirque du Soleil

Orange offers solutions to simplify and accelerate applications for ticketing, concession sales and show logistics at Cirque du Soleil

Orange Business Services has signed a three-year contract extension with Cirque du Soleil, the world-renowned entertainment provider, for a next generation IP network. The global infrastructure will streamline Cirque du Soleil's customer-facing applications for ticketing and concession sales; improve access and collaboration among Cirque du Soleil's 25 sites around the world; and aim to reduce its overall mobile communications costs. The renewal represents a substantial element of Cirque du Soleil's multi-year redesign of its IT operations.

The new services provided by Orange consist of the following:

Network Boost – Optimizes and accelerates Cirque du Soleil's customer-facing network applications. Network Boost prioritizes the company's sales operation, making it easier for customers to book tickets and buy concessions. Network Boost will play a key role in Cirque du Soleil's plans to centralize all their worldwide corporate applications through a single data center based in Montreal.

Business Everywhere – Provides mobile convergence on a global scale. Cirque du Soleil corporate executives use the service to access corporate applications from anywhere in the world right from their smartphones.

Business Talk – Global – Cirque du Soleil's international mobile calls will be carried over the Orange voice network, achieving an overall 30 percent savings and up to 60 to 70 percent savings in certain cities in long distance mobile usage charges.

"Network convergence is the engine driving our planned expansion into new territories with new performances over the next several years," said Bernard Hébert, vice president – Improvement, Technologies and Knowledge Management for Cirque du Soleil. "The vast global network of Orange Business Services is helpful to support our communications throughout the world."

Orange Business Services has maintained a special 11-year relationship with Cirque du Soleil that has encompassed global connectivity for their worldwide operations, including "just in time"





network connections for their touring shows, project and service management and a marketing partnership where both companies collaborate on joint hospitality and entertainment opportunities.

“Through the years, Orange Business Services has played an integral role in promoting the Cirque du Soleil experience to audiences worldwide,” said Diana Einterz, senior vice president, Americas, Orange Business Services. “We are proud of our long-term relationship with Cirque du Soleil, built on trust, transparency and extraordinary performance.”

About Orange

Orange is the key brand of France Telecom, one of the world’s leading telecommunications operators. With 131.8 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 2009, France Telecom had consolidated sales of 50.9 billion euros, including its activities in the United Kingdom, and at Dec. 31, 2009, the Group had a customer base of almost 193 million customers in 32 countries. These include 132.6 million mobile customers and 13.5 million broadband Internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number two 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.

For more information (on the Internet and on your mobile): www.orange.com, www.orange-business.com, www.orange-innovation.tv

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