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Orange Business Services ranks “World Class” with superior customer satisfaction as global data VPN and ICT service provider

wins Platinum Award for Best Global Operator and three Diamond Awards in latest Telemark Data VPN Customer Service Experience report

Orange Business Services is ranked “World Class” in the latest Telemark Crystal Ball and wins a Platinum Award for Best Global Operator and three Diamond Awards, based on the Telemark data VPN Customer Service Experience report.

In recognition of its top quadrant position in the Telemark Crystal Ball, Orange Business Services was once again awarded the prestigious Dolphin insignia. The Telemark Crystal Ball model predicts user steadfastness and measures user perceptions of global service providers against independent benchmarks, identifying those service providers likely to achieve sustainable competitive advantage. The matrix displays eight global data VPN operators grouped in quadrants: Dolphin (Sustainable); Whale (Dominant); Shark (Focused) and Sardine (Commodity). Dolphins are known for their flexibility, strength, stamina, social skills, intelligence and ability to thrive in a difficult environment. To obtain the Dolphin insignia, customer satisfaction ratings must be high and intent to buy must be strong.

According to Janet Watkin, director at Telemark: “Competitiveness and profitability are maximized in the long run by doing best what matters most to customers. Telemark measures how successful global service providers are likely to be in the future by creating in a comparative league table, ranking those providers most likely to gain sustainable advantage, in the global data VPN market, from best to worst. It is already proven that making performance results, in the customer service experience, publicly available, shown against independent benchmarks, acts as a catalyst for rising standards across the industry, as people compete to be No. 1 in that league table.”

Based on the Telemark dataVPN Customer Service Experience report, Orange Business Services received awards for successfully outperforming rivals in key service categories or attributes. Orange Business Services won the Platinum Award for Best Global Operator for achieving the highest Customer Satisfaction Index Overall and Diamond Awards for three categories: Indispensable to Customers; Meeting Requirements; and Network Operation.





“Orange Business Services has built and implemented a very strong customer service model,” said Dominique Espinasse, senior vice president, Customer Services & Operations, Orange Business Services. “The recent recognition from Telemark truly highlights our ongoing efforts to always evolve. In 2010, we have three priorities: customers first; our people – because we know we need strong, supported people to help our customers; and continued operational efficiency. By achieving these three goals, we can continue to meet and exceed our customers’ expectations.”

Telemark’s dataVPN Crystal Ball and dataVPN Customer Service Experience report are based on data from 745 interviews conducted between Jan. 1, 2009 and Dec. 31, 2009.

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 31 December 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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