



Paris, November 17th, 2006

Orange sponsors with the Rugby World Cup 2007

- **Orange an Official Sponsor of the Rugby World Cup 2007**
- **With exclusive mobile rights in Europe, Orange will provide its clients with top rugby coverage**

Orange will once again demonstrate its love of the game, providing the Rugby World Cup 2007 (RWC) and the Organising Committee the benefit of its long experience of major events during the next Rugby World Cup in France and the UK, from September 7 to October 20, 2007.

Orange has consistently supported Rugby since 1999 and confirms its commitment to rugby's global development via local presence in 10 French cities, as well as Edinburgh and Cardiff.

"Orange is proud to support the Rugby World Cup, an event with global appeal and so in tune with our values. It allows us the opportunity to provide our customers with exclusive mobile content which lets them enjoy this great tournament as though they were in the stands!"
Comments Didier Lombard, Chairman and CEO of France Telecom.

A unique official service in Europe, accessible via the mobile portal

The Orange setup will provide customers in Europe with access to customised content, enabling them to watch clips of games on their mobiles in near-live or recorded mode.

Thanks to its partnership with the RWC, Orange's mobile broadcasts will include:

- The best of the 48 games in the tournament, ensuring that rugby fans not miss any of the key moments – with near-live video clips (featuring the finest moves, the tries, etc.), including reviews of the tournament.
- A dedicated mobile WAP portal, with all the IRB 2007 World Cup news (newsflashes, daily game reviews, (full results with real-time updates, etc.)
- Footage from the previous World Cups.

A comprehensive service for the organisers

Orange Business Services is currently bidding to set up telecommunications solutions for organisers and journalists. Services could include IP telephony, mobile handset loans, an IP-VPN between the World Cup sites, etc.

Orange has also been chosen by IRB to produce all official content highlights for all mobile and broadband.





Orange and the game of Rugby: in the scrum together

Orange's support for the Rugby World Cup 2007 is the result of the Group's sustained commitment to Rugby since 1999. The values that Rugby embodies are firmly instilled in the Orange philosophy: team spirit, collective involvement, authenticity and sharing.

Orange's involvement translates into partnerships with major rugby stakeholders:

- The French Rugby Federation (French team, 6 Nations Tournament)
- The National Rugby League (Top 14 tournament)
- The Rugby Federation of Romania and the Romanian team

Orange also sponsors a youth tournament organised by the French Rugby Federation: the Orange Rugby Challenge. This tournament, first held in 1996, welcomes under-15s junior teams, involving more than 900 clubs throughout France. The tournament helps train young players and enables them to watch the final of the Top 14 at the *Stade de France* (132 young players present) alongside French rugby World-Class player Emile Ntamack.

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