



press release
Paris and San Francisco, 23 April 2009

Orange forms world's first mobile and internet partnership with the Wikimedia Foundation

- This partnership, the first of its kind, will expand the reach of Wikimedia content through co-branded channels on Orange's mobile and web portals
- The two partners will work together to develop new services and features around content from Wikipedia, the flagship project of the Wikimedia Foundation.

Orange and the Wikimedia Foundation today announced a wide-ranging strategic partnership designed to mutually benefit each organization's users by extending the way people can access free knowledge.

Orange, the European telco leader in internet audience ranking, with 55 million unique visitors per month¹, will initially provide customers in France, the UK, Spain and Poland with quick and simple access to co-branded content from the Wikimedia Foundation, the non-profit organization behind the web encyclopedia Wikipedia. Partnership activities include:

- creating specific Wikipedia encycloaedia channels on Orange mobile and web portals.
- enriching sections of the Orange web and mobile portals with links to relevant Wikipedia information.
- developing mobile and web-based widgets which enable customers to access Wikipedia content directly from their Orange mobile or web homepage.

Phase two of the agreement will see the two organisations cooperate to create a range of simple but innovative new services drawing on Orange's skills as a total communications provider across mobile, internet and television. In addition, the partnership will be rolled out across the rest of Orange's European footprint.

Commenting on the agreement, Paul-François Fournier, Executive Vice President of Orange Audience Line of Business, said: "At Orange we are committed to giving people maximum access to the widest range of digital technologies and to simplifying the way people use these technologies to access information. By bringing our customers a new way to access content from Wikipedia, one of the world's most recognised and popular internet brands, we are delivering on this commitment."

"The Wikimedia Foundation is committed to spreading knowledge to as many people as possible, in as many ways as possible," said Sue Gardner, Executive Director of the Wikimedia Foundation. "Orange's leadership in mobile and focus on innovation makes them an ideal partner to help us extend our reach. The Foundation welcomes partnerships that help us carry out our mission and respect the valuable work of our community."

This partnership is part of Orange's strategy to provide the most popular and compelling content to its customers and will increase the reach of Wikimedia services, particularly in the European mobile market and at a time when mobile internet usage is soaring. Through this partnership Orange is also supporting the Wikimedia Foundation's core mission of enhancing and expanding the reach of Wikipedia and other collaborative knowledge projects to new users.

¹ ComScore, February 2009.





Learn more about the Orange Wikimedia partnership on video at www.orange-innovation.tv/wikimedia

About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With 123 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 2008, France Telecom had consolidated sales of 53.5 billion euros and a customer base of more than 182 million customers in 30 countries. These include 122 million mobile customers worldwide and 13 million broadband Internet (ADSL) customers in Europe. Orange is the number three mobile operator and the number one 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: www.orange.com, www.francetelecom.com, www.orange-business.com. Orange and any other Orange product or service names included in this material are trade marks of Orange Personal Communications Services Limited, Orange France or France Telecom.*

About the Wikimedia Foundation

The Wikimedia Foundation is the non-profit organization which operates Wikipedia, the free encyclopedia. According to comScore Media Metrix, Wikipedia and the other projects operated by the Wikimedia Foundation receive more than 300 million unique visitors per month, making them the 4th most popular web property world-wide. Available in more than 265 languages, Wikipedia contains more than 12 million articles contributed by a global volunteer community of more than 100,000 people. Based in San Francisco, California, the Wikimedia Foundation is an audited, 501(c)(3) charity that is funded primarily through donations and grants.

www.wikimediafoundation.org

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