



ORANGE AND LUCASFILM JOIN FORCES TO CELEBRATE THE STAR WARS SAGA

- most popular movie saga in history goes mobile across Europe
- content available to over 40m Orange customers in seven countries
- exclusive 15-month mobile deal spans launch of Star Wars Trilogy DVD and Episode III theatrical release

London. 24th September 2004. Orange, one of the world's largest mobile communications companies, and Lucasfilm Ltd., creator of the legendary Star Wars saga, today announced an exclusive partnership to bring the worlds, characters, sights and sounds of a galaxy far, far, away to over 40 million mobile phone customers across Europe.

At the beginning of October, Orange customers and *Star Wars* fans in Switzerland will be able to access characters, images, film clips and music clips (truetones and ringtones) from the *Star Wars* saga as mobile content – enabling them to uniquely personalise their Orange phone. The announcement comes during a week of celebrating two milestones in *Star Wars* history: the 20th September release of the *Star Wars* Trilogy DVD; and the global theatrical release of *Star Wars: Episode III Revenge of the Sith* on 19th May 2005.

Initially, Orange customers will be able to access content from *Star Wars: A New Hope*, *The Empire Strikes Back* and *Return of the Jedi* – the film trilogy that made Darth Vader, Luke Skywalker, Han Solo and Princess Leia household names across the world. Video clips, as well as character profiles, a dedicated news area, ringtones and imagery will all be available through

Orange World. Throughout the 15-month partnership with Lucasfilm, Orange will also be able to use characters from the *Star Wars* films in Orange marketing. Additionally, Orange will continue to add new *Star Wars* content on Orange World in the months leading up to the worldwide debut of *Star Wars: Episode III Revenge of the Sith*, including a portfolio of new and exciting *Star Wars* content and services.

“Through Orange, customers can now visit the *Star Wars* universe wherever they are, whenever they want,” said Bernard Ghillebaert, Executive Vice President of Marketing, Technology and Products for the Orange Group. “Once again, we are partnering with the biggest names to give customers access to the film, music and entertainment services they desire, allowing them to personalise their phone and create their own unique, relevant Orange experience.”

Jim Ward, Vice President of Marketing and Distribution for Lucasfilm Ltd., said, “We’re pleased to partner with such a creative and innovative company. With Orange, we have a new and exciting opportunity to have fun with our fans across Europe through Orange’s mobile communications devices and unique content and promotions. Leading into the launch of the last *Star Wars* film, this partnership allows Lucasfilm to continue the tradition of bringing *Star Wars* to movie lovers through new and innovative concepts.”

Star Wars content will be available to Orange customers in the UK, France, Switzerland, Netherlands, Romania and Slovakia and Orange World customers in Belgium.

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Notes to Editors

Orange and wirefree and any other Orange product or service names included in this material are trademarks of Orange PCS. The Orange group is one of the world’s largest mobile communications companies and a subsidiary of the France Telecom group, with operations in 19 countries across Europe and beyond. It provides a broad range of personal communications services, including Orange GSM1800 services

and other digital cellular telephone services. The Orange brand operates in the UK, France, Switzerland, Romania, Denmark, Slovakia, Thailand, the Ivory Coast, the Dominican Republic, Cameroon, the Netherlands, Botswana, and Madagascar. The Orange group also has controlled operations in Belgium (Mobistar). The Orange group has a joint controlling interest in Egypt (MobiNil) and minority interests in Portugal (Optimus), Austria (One), and Mumbai/India (BPL Mobile). As at the end of June 2004, Orange was the largest mobile operator in both the UK with 13.8 million active customers, and France with 20.4 million registered customers. As at the end of June 2004, Orange controlled companies had over 50 million customers worldwide. Orange, along with TIM, Telefonica and T-Mobile, is a founding member of the FreeMove alliance. Further information about Orange can be found on the Orange website at www.orange.com.

Lucasfilm Ltd. is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully integrated entertainment company. In addition to its motion-picture and television production operations, the company's global businesses include Industrial Light & Magic and Skywalker Sound; LucasArts Entertainment; Lucas Licensing and Lucas Online. Lucasfilm's feature films have won 19 Oscars and its television projects have won 12 Emmy Awards.