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press release

Paris, June 11, 2009

## Together with Orange Business Services, Disneyland® Paris keeps its guests informed in real-time using Flashcode technology.

■ Disneyland Paris chose Orange Business Services to create and launch a portal of mobile information accessible via Flashcode technology. With this technology, guests can easily access in real-time, from their mobile devices, useful information on their trip to help better organize their stay.



As a part of its collaboration with Disneyland Paris, Orange Business Services provided the advice, support and technical setup needed for the **Flashcode** solution.

### ■ Innovate to improve the quality of guest experiences

With the Internet application, accessible through mobile phones via **Flashcode** technology, Disneyland Paris is able to offer its guests useful and important information, before, during and after their visit:

- Making available useful information beforehand to help plan their trip.
- Offering up-to-date information in real-time throughout the visit: show times, special offers on restaurants and gift shops, etc.
- Providing access to multimedia content: games, videos, etc.

Flashcode complements Disneyland Paris' innovation strategy to supply its guests with the latest information technology to guarantee an optimal experience.

### ■ A simple and innovative solution

As the first two-dimensional smart bar code (2D), Flashcode offers the possibility to quickly and simply access multimedia content via a mobile device. With the quick scan of a 2D bar code with a camera phone you are able to connect to a mobile website loaded with information.

Simple to use Flashcode technology from Orange Business Services does not require the installation of any additional infrastructures. Bar codes can be placed and activated on any support: signs, handouts, screens, etc.





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The strong relationship between the two companies has made this new initiative possible, considering that Orange is placed amongst the twelve strategic partners of Euro Disney Associates S.C.A., the operating company of Disneyland® Paris, since 1992.

### About Disneyland Paris

Disneyland Paris is Europe's leading tourist destination, with more than 200 million visits since its opening in 1992. Its activity generates 49,000 direct and indirect jobs, of which 14,500 are onsite (9,500 permanent positions). Its employees perform more than 500 different trades and professions, represent more than 100 nationalities and speak 19 languages. Disneyland Paris is the number one private employer in Seine-et-Marne and the first mono-site employer in Ile-de-France. Besides its direct jobs, Disneyland Paris significantly contributes to the economic development of Seine-et-Marne and Ile-de-France.

For more information, please visit: <http://corporate.disneylandparis.com>

### 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 (12.7 billion euros for the first quarter of 2009) and at 31 March 2009, the Group had a customer base of almost 184 million customers in 30 countries. These include 123 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](http://www.orange.com), [www.francetelecom.com](http://www.francetelecom.com), [www.orange-business.com](http://www.orange-business.com)

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