



Press Release

Renens, 15 October 2009

New: Universa Unlimited – the first flat rate offer with a plus for international calls

From 21 October 2009 on Orange is offering you more for your money with the new Universa Unlimited price plan: unlimited calls to all Swiss mobile and fixed networks, 500 text messages, or 500 call minutes, to all mobile and fixed networks in Europe, the USA and Canada. The offer also includes a 2-GB data package for practically unlimited communication by e-mail or for surfing on your mobile. Orange's new Universa Unlimited price plan is thus much more than a simple flat rate offer: it's a tailor-made product that facilitates regular contact with relatives, friends and business contacts abroad. Universa Unlimited is available for CHF 169.00 per month from 21 October 2009 on.

“Universa Unlimited is a tailor-made offer for everyone who uses a mobile phone intensively. All calls within Switzerland are charged at a flat rate, irrespective of the network, and practically unlimited text messaging, e-mail and Internet surfing services are also included in the monthly fee. Universa Unlimited also takes into account the fact that people want to phone business contacts, relatives and friends abroad regularly, without having to worry about the cost,” says Markus Bütler, Orange's Marketing Director, summarising the advantages of the new offer.

There are plenty of good reasons why Orange should include mobile international calls in its new offer: around 40% of the population of Switzerland has international roots. A third of all Swiss SMEs provide export services abroad. Around 65% of Orange customers regularly make international calls. On average, around a fifth of all calls made by Orange customers in Switzerland are made to other countries. And finally, a mobile international call from Switzerland lasts on average almost twice as long as a mobile call within the country.

By including 500 texts, or 500 call minutes for international calls, in the Universa Unlimited price plan Orange is offering a great extra bonus – much more than with other comparable flat rate offers.





Universa Unlimited at a glance:

Universa Unlimited	
Advantages	Calls to all Swiss mobile and fixed networks included ¹⁾ 500 texts, or 500 call minutes for calls to all mobile and fixed networks in Europe, the USA and Canada inclusive ²⁾ Monthly 2 GB data volume for almost unlimited e-mail usage and surfing the Internet inclusive ³⁾
Monthly fee	CHF 169.00
Tariff for additional texts	CHF 0.15/text
Tariff for additional calls to abroad	CHF 0.30/min for calls from Switzerland to all mobile and fixed networks in Europe, the USA and Canada

1) Unlimited calls within Switzerland to Orange mobile and fixed Swiss networks. Orange permits subscribers to use their phones extensively to contact subscribers on other Swiss mobile operators' networks for up to 3,000 minutes per month; calls in excess of 3,000 minutes per month will be charged at CHF 0.30/minute.

2) The 500 minutes are understood to be call minutes for international calls to zones 1–3 (Europe, USA, Japan and many other countries), or texts, whereby 1 text = 1 minute. The 500 minute allowance must be used within the invoicing period. After the 500 minute allowance has been used, the following costs will accrue: calls 0.30/minute, 0.15/text, roaming excluded.

3) The 2 GB data allowance must be used within the invoicing period. After the 2 GB data allowance has been used, costs will accrue at CHF 0.10/MB.

The Universa Unlimited price plan is available to private and professional users in compliance with the product information and the general terms and conditions. Standard roaming rates apply to calls made from abroad.

More information about Universa Unlimited will be available on 21 October 2009 at www.orange.ch

Media Contact:

Orange: 078 787 10 16 – Therese Wenger, therese.wenger@orange.ch

