



Press Release

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Call three numbers on any network free of charge with the new Optima price plan

Orange is now launching its new Optima price plan. New Optima subscribers can call their three favourite numbers free of charge on any Swiss mobile phone or fixed-line network. Those who primarily use their phone to talk with their loved ones, friends and acquaintances can make calls for unrivalled low fees with the new Optima price plan.

"Optima with three favourite numbers is the most popular Orange offer. It is important to Optima customers to be able to call their loved ones at any time without having to worry about the costs. That's why we have made the new Optima plan with favourite numbers even more attractive. With the relaunched Optima plan customers can now call their loved ones on any Swiss network for free", says Markus Bütler, Orange Marketing Director, summarising the new features.

Optima customers could already considerably lower their calling costs thanks to the introduction of the three favourite numbers scheme in 2006. About 60% of calls by Optima customers today are dialled to one of their three favourite Optima numbers in the Orange and the fixed-line network. They call their favorite numbers for a duration of 80 minutes on average, which means that they make the majority of their calls free of charge.



Orange launches the new Optima price plan because most of the Optima customers declared they wished they could choose their favorite numbers from other mobile networks as well. Since, with the new Optima, the three favorite numbers are from now on valid on all Swiss mobile phone and fixed-line networks, the customers are expected to make more than 70% of their calls without any additional cost.

By introducing the new Optima plan Orange is also simplifying the structure of the previous offer. The six previous rates of payment have been replaced in the new offer by the following three levels: Optima Start, Optima Plus and Optima Max. One thing that will remain is the optimisation, thanks to which Optima customers automatically call for the most favourable Optima rate every month.





An overview of the new Optima price plan:

	Optima Start	Optima Plus	Optima Max
Advantages	Three Preferred Numbers are free to all networks Automatically the least expensive rate All calls from Switzerland to all mobile phone and fixed-line networks in Europe and the US at the Swiss local rate		
Rate automation Every month, Optima automatically calculates the most favourable call rate between CHF 0.45 and 0.35/min, depending on the monthly call volume.	 CHF 0.45/min	CHF 0.40/mi.	 CHF 0.35/min
SMS rate	CHF 0.15/SMS		
Monthly fee	CHF 25.00	CHF 35.00	CHF 55.00
Optima Surf	1 GB included data volume to use the internet in Switzerland		
	CHF 39.00	CHF 49.00	CHF 69.00

The new Optima price plan will also be available as of 21 October 2009 in a Surf version to allow customers to surf the Internet from their mobile phone in an almost unlimited manner.

As of today, new customers subscribing to the new Optima price plan also benefit from a CHF 10.– reduction on their monthly fee during the contract duration (in total max CHF 120.– or CHF 240.–) .

For details about new Optima by Orange, visit www.orange.ch/optima.

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