



## Press Release



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### **Orange becomes new partner of Good News**

**Along with Postfinance, Orange Switzerland is now the second big company to enter into a partnership with Good News, the Swiss market leader for live entertainment. This will open up many advantages for Orange customers, including access to sought-after concert tickets or exclusive chances to meet the artists. In return, working with Orange will enable Good News to make the most of attractive new communication and marketing platforms.**

Orange's approach combines multimedia, music and mobile telephony. Thanks to its partnership with Good News, Orange customers in Switzerland will benefit from a number of exclusive offers on the more than 60 concerts and shows featuring international stars that Good News stages every year in Switzerland. Tickets for top concerts, the opportunity to meet and greet the stars, or an unforgettable VIP evening at a concert are just some of the many highlights on offer. Orange will give Good News access to new channels and platforms in the telecoms field thus enabling it to reach music fans in a variety of ways, including via Orange CityDisc Centres and [citydisc.ch](http://citydisc.ch).

André Béchir, CEO of Good News Productions AG is delighted with this new partnership: "Orange and Good News fit together excellently and this move will allow us to harness valuable synergies, which will benefit artists and the public alike."

Thomas Sieber, CEO of Orange Switzerland, said: "We are very happy about the new partnership with Good News. Thanks to Good News, people can see international stars up close and personal right here in Switzerland. We will be able to offer our customers a wide range of exclusive benefits, thus strengthening our position as the leading provider of combined mobile telephony and music entertainment."

*For more information please visit [www.orange.ch](http://www.orange.ch) and [www.goodnews.ch](http://www.goodnews.ch)*

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