



Press Release

Renens, 10 March 2010

New: Orange CineDay on Tuesdays – two cinema tickets for the price of one

From 16 March, Tuesday will become Orange CineDay. Thanks to Orange, film fans will be able to take a friend to the cinema for free every week. With Orange CineDay, Orange is expanding its cinema and film range and thus underscoring its leading role as an entertainment provider.

The new CineDay enhances Orange's existing range of film and cinema offers. With OrangeCinema, which has been running now for ten years, Orange has become an established feature in the Swiss cinema scene. Going to the cinema is an experience that we like to share, and with its new offer Orange wants to allow its customers to do just that every Tuesday in many cinemas across Switzerland. From 16 March 2010, Orange CineDay will enable cinema fans to take advantage of a special offer every Tuesday, enjoying twice the fun. This offer is open to all Orange customers with a monthly subscription (prepay excluded).

How it works:

From 10 March 2010, Orange customers will be able to text CINEDAYEN (or FR, IT, DE respectively) to 241, free of charge. They will then be sent a code, which they can show on their own mobile phone at the ticket office of any participating Orange CineDay cinema. They will receive one free ticket when purchasing the first at the regular price. Each customer can use this offer once a week. Cinemas in Basel, Bern, Biel, Chur, Dietlikon, Zurich, Fribourg, Geneva, Lausanne, La Chaux-de-Fonds, Neuchâtel and Lugano will be participating in this offer when the Orange CineDay starts on 16 March 2010.

For more information, please visit: www.orange.ch/cineday and www.orange.ch/cinema

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