



Renens, 13 July 2010

Orange combines Web 2.0 with SMS

Orange has launched a new service called Orange Link that enables customers to obtain selected Internet content free of charge via SMS. Popular online networks and services such as Facebook, Twitter and Gmail are already available for Orange Link. The offer is part of Orange's World of Entertainment strategy and will continuously expand.

SMS messages remain one of the preferred and easiest means of communication – something that even successful messaging applications on smartphones haven't been able to change. With Orange Link, Orange customers can have news from the web sent to them via SMS – even when abroad. Orange Link is a part of the Orange strategy to combine mobile communication and the Internet and to become a leading provider of digital entertainment services in Switzerland.

The service works in both directions. Interaction with Facebook and Twitter takes place via SMS. When customers receive new messages on Gmail they are sent a notification with a link to the service. Even when customers are on the go, they are kept up to date on music news from the Orange music catalogue. Orange Link will be expanded continuously with additional elements of Orange's digital entertainment services.

There's no need to open a browser on the mobile phone or start an application with Orange Link. Repeated visits to your inbox are also unnecessary: If desired, you can be informed about what happens online free of charge. This is especially practical when abroad. Orange Link is set up and activated online. Users can choose which events, activities or people they wish to keep informed about. They can also choose the maximum number of text messages to receive per day or the time of receipt. All these options can be selected individually.

The service is available free of charge at the Orange website or directly at <http://orange.textendo.ch>. Responses to or comments on content will be charged at the regular SMS message rate stipulated in the user's price plan. If a user opens a link and connects to the internet, charges will be incurred based on the user's price plan.

For more information about Orange Link please visit www.orange.ch

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