



Renens, 28. July 2010

Orange to bring iPhone 4 to Switzerland on July 30

Orange today announced it will launch iPhone 4 in Switzerland on July 30.

iPhone 4 features FaceTime, which makes the dream of video calling a reality, and Apple's stunning new Retina display, the highest resolution display ever built into a phone, resulting in super crisp text, images and video. iPhone 4 also features a 5 megapixel camera with LED flash, HD video recording, Apple's A4 processor, a 3-axis gyro and up to 40 percent longer talk time - in a beautiful all-new design of glass and stainless steel that is the thinnest smartphone in the world. iPhone 4 comes with iOS 4, the newest version of the world's most advanced mobile operating system, which includes over 100 new features. The revolutionary App Store provides access to more than 200,000 apps including the new iMovie app built just for iPhone 4.

"We are delighted to launch iPhone 4 and offer our loyal customers special offers for renewing their contracts on Orange," said Yves Martin, Vice President Consumer, Orange Switzerland. "Additionally, we will continue to offer attractive options for new customers wanting to enjoy mobile Internet, multimedia, and many other exciting new features of iPhone 4 on Orange."

All iPhone 4 customers on Orange will benefit from access to excellent service, customer support and training at Orange Centers, online or via telephone. Also, customers can benefit from special discounts when they renew their contract online or bring back their previous iPhone for recycling.

Orange is investing over 700 million Swiss Francs into the modernisation and further development of its mobile network, further optimising its 3G network coverage and its broadband capacities, and upgrading to EDGE the entire network.

Pricing and tariff information:

Orange offers unique calling advantages to its customers, including unlimited calls to three Preferred Numbers on any Swiss network, as well as the same Swiss local calling rate for calls made to fixed or mobile lines in Europe and the US.



for 24 month subscriptions	Optima Max Surf	Optima Plus Surf	Optima Start Surf
Monthly fee	CHF 69.-	CHF 49.-	CHF 39.-
Voice advantages	Unlimited Calling to 3 Preferred Numbers on any Swiss network		
Voice calling fee (per minute)	CHF 0.35	CHF 0.40	CHF 0.45
SMS tariff	0.15 CHF/SMS		
Data credit (MB)	1,000	1,000	1,000
iPhone 4 16GB	CHF 59.-	CHF 169.-	CHF 309.-
iPhone 4 32GB	CHF 179.-	CHF 289.-	CHF 429.-
iPhone 3GS 8GB	CHF 1.-	CHF 19.-	CHF 159.-

Further information about the Optima price plans is available at: http://www1.orange.ch/residential_products_price-plans_optima.html

For the launch of the new iPhone 4, Orange will organize special early openings in the 12 Orange Centers Globus at 6:00 a.m. under the motto 'Ladies First'. Details are available on www.orange.ch

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