

Introductory offers for Orange Express and Orange Express plus valid until 30.06.2002

## **Attractive introductory offer to be extended**

**In September 2001, Orange introduced two price plan options for WAP and mobile Internet services: Orange Express and Orange Express plus. Providing the cheapest way to surf the Internet (CHF 20 per month incl. 5 Megabytes), these services have been so successful that Orange is extending its introductory offer, originally due to run until the end of March. Orange offers those who are not yet aware of the advantages of a constant mobile Internet connection using GPRS (General Packet Radio System) technology, a chance to catch up: The particularly attractive conditions last until 30<sup>th</sup> June 2002.**

Because more and more people are becoming interested in GPRS, and because the number of GPRS-capable phones available is increasing, Orange has decided to extend the introductory offer that was originally to expire at the end of March until the 30<sup>th</sup> June. For only 5 francs a month (Orange Express), a GPRS or traditional GSM mobile phone can be used on the move to access WAP services, write, read and answer e-mails, read the latest news or call up information on a specific location. Those who want to go a step further and transmit or receive mobile data and surf the Internet with a GPRS-capable mobile phone and a laptop or PDA (Personal Digital Assistant) will find Orange Express Plus (20 francs a month) is the solution. It enables them to work when they're on the move and stay in touch with what's going on.

### **Straightforward and less expensive**

With Orange Express and Orange Express plus, Orange offers two solutions with simple and straightforward pricing structures. While other mobile phone providers charge on the basis of data volumes, Orange charges a fixed price for content and services, which is disclosed in advance, regardless of the connection time and amount of data transmitted. Only those who use Orange Express extensively (over 5 Megabytes per month) pay more; the cost is CHF 5 per additional Megabyte, which is the lowest price available on the market. With Orange, access to mobile portals and/or the Internet is not only straightforward and simple but it's also good value.

### **Regardless of time and data volumes**

Orange subscribers who want to use GPRS pay a monthly fee for Orange Express or Orange Express plus. This is on top of the monthly fee for their standard price plan (Orange Economy, Orange Personal or Orange Advanced). They get unlimited access at no extra cost to all WAP and Internet services both within and beyond the Orangeworld portals. After the launch of the service on 1<sup>st</sup> July 2002, volume costs (per Mbyte) outside the Orangeworld portals and for certain added-value "premium" services will be charged to customers' bills.

*[Note: You will find an overview of pricing for Orange Express/Orange Express plus on page 2]*

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## Overview: Pricing of Orange Express and Orange Express plus (during market launch)

Until 30 <sup>th</sup> June 2002	Orange Express (Orange WAP)		Orange Express plus (WAP and Internet)	
	CHF 5		CHF 20 (incl. 5 MB)	
Monthly fee	Data volume	Services	Data volume	Services
Charges for access and Orangeworld services	free	free	5 francs/MB	free
Charges for access and services on top of Orangeworld	free	free	5 francs/MB	free

You can find out more about Orange Express and Orange Express plus and Orangeworld services on the Internet ([www.orange.ch](http://www.orange.ch)).

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