

Lausanne, 1st May 2002

Cooperation with the Bielersee-Schiffahrts-Gesellschaft AG (BSG)

OrangeBoat - experiencing the three lakes of Bern's lake district

The opening of Expo.02 on 15th May 2002 will coincide with the inaugural journey of the OrangeBoat on Lake Biel. Thus, the mobile operator will draw attention to Bern's lake district as an economic area and Biel as a communications centre and base for Orange's third biggest branch office with the biggest boat owned by Bielersee-Schiffahrts-Gesellschaft AG (BSG). The OrangeBoat in its Orange Look & Feel is expected to be in operation for five years on Lake Biel, Lake Neuenburg and Lake Murten.

The OrangeBoat provides tangible proof for the local population of Orange's commitment to Biel and the surrounding area and communicates the message that "Biel-Bienne speaks Orange".

The OrangeBoat Experience – free for Orange customers

Throughout the duration of Expo.02, from 15th May 2002 to 20th October 2002, Orange customers can use the OrangeBoat for free. The only "ticket" they need is their mobile phone. Any person identifying him- or herself with the Orange network operator logo as an Orange customer when boarding the OrangeBoat, can travel for free. The BSG has set up an online reservation system (www.bielersee.ch) for the Three-Lakes-Journey that will go live on 15th May 2002. As great demand can be expected, it is absolutely necessary to book the tickets for the OrangeBoat in advance on the internet.

A trip in the Bielersee-Schiffahrts-Gesellschaft's biggest boat with its Orange Look & Feel will be a unique experience. On the Orange Veranda (at the stern), the Orange SUN (sun deck) or the Orange View (at the stern), visitors can experience the unique atmosphere of the lake and enjoy the beautiful summer weather. Those who want to take a snack or enjoy the trip while protecting themselves from the wind and weather can head for the Orange Cafe or the Orange Lobby. Last but not least, during the journey it is also possible to find out about the latest products and services and obtain expert advice in the Orange Shop. Of course, various mobile phones and PDAs are available so that Orange services can be tested on the spot.

Cooperation with the Bielersee-Schiffahrts-Gesellschaft AG

The OrangeBoat is possible thanks to a long-term cooperation agreement with the Bielersee-Schiffahrts-Gesellschaft AG. BSG made their vessel, the "St. Petersinsel" available for this specific purpose. With a length of 54, a width of 11 meters and a weight of around 300 tonnes, the MS "St. Petersinsel" is the biggest boat on Lake Biel. For several weeks the MS "St. Petersinsel" underwent an Orange makeover and was newly fitted out both inside and out. The OrangeBoat is mainly open to the public as part of the BSG's general services for trips on the three lakes and can also be booked for special trips.

Once the OrangeBoat is back on the water on 1st May 2002, the final preparatory work will be carried out. On 15th May 2002, the OrangeBoat will be officially brought into service.

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