

When Orange celebrates, it's good news for customers – great-value offers and 3 hours of standard calls free of charge

## An Orange Shop in Lugano

**On the 4<sup>th</sup> July 2002 Orange will open an Orange Shop in Lugano, its first in Ticino. Thus, three years after entering the market, Orange is now represented by nine sales outlets in Switzerland: in Basel, Bern, Biel and Geneva and, with two sales points each, Lausanne and Zurich. Like all other Orange Shops, the Orange Shop in Lugano is a centre of expertise in mobile communication.**

The Orange Shop in Lugano complements the previously existing advisory and sales network of 8 Orange Shops, four Orange Centers and 65 Orange Points in Switzerland. Orange Shops are not just for new and existing private and business customers – they are also for employees of the more than 5,000 partner sales points. Customers and partners, who are looking for advice, can obtain expert assistance in Orange Shops. Thus, Orange Shop staff play a vital role in their contacts with partners and customers alike.

### What's on Offer at the Lugano Orange Shop

The Orange Shop on Via della Posta 3 is, like all Orange Shops, is situated not far from the main post office, in the best location to attract passers-by. Shop Manager Santino Galati and his colleagues Claudio Bader, Christian Ciambotti and Boris Croce are on hand to demonstrate and explain trends in mobile communication with the aid of suitable Orange products and services to customers and partners. For example, anyone who so wishes, can thoroughly test the Work Wirefree™ mobile business solution or the Orangeworld Internet experience, try out the latest mobiles, smartphones or PDAs and buy these products and services – already configured and ready to go – there and then.

### Three opening offers and a free gift

From the 4th July 2002, the opening day, until and including the 6th July, Orange is offering all customers who take out a new price plan (Orange Advanced for 50 francs or Orange Personal for 20 francs a month), one of the following mobile phones at a particularly advantageous price:

- Nokia 6310 for 49 (Advanced), 99 (Personal) or 599 francs (without a subscription)
- Nokia 3510 for 0 (Advanced or Personal) or 599 francs (without a subscription)
- Ericsson T68 for 199 (Advanced), 299 (Personal) or 799 francs (without a subscription)
- Orange Shop is also throwing in a SIM card worth 40 francs.

In addition, Orange is offering 3 hours of standard calls free of charge to all customers who choose Orange Advanced or Orange Personal on the 4<sup>th</sup>, 5<sup>th</sup> or 6<sup>th</sup> of July. During the three-day opening period Orange is offering refreshments to all those who drop in to the Lugano Orange Shop.

**Tip**      *Further information on all Orange products, services, price plans and prices is available on the Web at [www.orange.ch](http://www.orange.ch).*

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