



Press release

Paris, September 29, 2008

The merger between SFR and Neuf Cegetel will create Europe's largest alternative operator

- A single restyled brand will be defined: SFR
- The most comprehensive broadband internet offer on the market will be launched: the SFR "*neufbox*"
- BtoB activities will be reorganized around SFR Business Team brand

Today, Frank Esser, SFR's Chairman and Chief Executive Officer, unveiled the strategy of the new SFR at a press conference. The merger between SFR and Neuf Cegetel will create Europe's largest alternative operator, which will have revenue of more than €12 billion and will be used by nearly half of all French people.

SFR will become a global operator, capable of satisfying the mobile, internet, landline and service needs of the mass market and of business and wholesale customers. With its own networks and major expertise in IP areas, the new SFR will have all the resources necessary to develop its leadership in terms of innovation and quality of customer relations.

A fresh vision: to create a new generation operator

SFR is committed to remaining a driving force in the marketing of new and original products that are simple and useful for everyone, as it has done in the past by making market-leading offers to customers of mobile internet, browsing and unlimited music downloads and by bringing mini-PCs within everyone's reach.

Whenever possible, SFR adopts a partnership approach in its relationship with the telecom and content ecosystem, which enables it to remain agile and dynamic and to offer its customers the most comprehensive and diversified products.

SFR also puts customer relations at the top of its list of priorities. With nearly 800 "Espaces SFR", 5,000 sales staff, 10,000 customer advisers and the self-care service available at www.sfr.fr, SFR customers have the benefit of a local service responsive to all their requirements.

Finally, SFR has chosen to be a responsible company, whose civic commitment is actively shared by many of its employees. Throughout the year many initiatives are undertaken at local level, particularly under the aegis of the SFR Foundation, which has an annual budget of €1 million.

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A new slogan: SFR. And the world is yours

With its reputation, SFR will become the single brand of the new business resulting from the merger with Neuf-Cegetel. Today, a new logo and slogan will be revealed, which will encompass the new scope of the business. While remaining true to the power of the “red square”, the new logo will convey a fresh dynamism through its tactile dimension.

The slogan “SFR. And the world is yours” expresses a fresh promise: to provide every individual with the maximum number of possibilities. The slogan goes beyond technology and refers to the benefit provided to customers: SFR is committed to simplifying the world of communication and broadening everyone’s possibilities. An advertising campaign focusing on customer relations will start on October 5, 2008, so that the general public can discover the new SFR for themselves.

A new entity serving businesses: SFR Business Team

SFR Entreprise, which has revenue of €2 billion, will become SFR Business Team: the largest alternative landline and mobile operator for the corporate market. Apart from having a new name, a new integrated unit will be created, with 2,000 employees, dedicated to the needs of professionals and businesses. SFR and Neuf Cegetel will combine their landline, mobile and internet know-how to offer businesses the best product combinations and enable them to discover all the possibilities.

New products for the mass market

Leading the way among new product combinations will be SFR’s “*neufbox*”, which will be followed on October 8 by other extremely innovative products for the mass market, including the *Illimythics Famille* tariff.

SFR’s *neufbox*: the 1st triple-play product with SFR service included!

The *Neuf Box* will become the SFR *neufbox*. In addition to the services already offered (broadband internet up to 20 Mbps + landline + HD television + Music), SFR will add the following exclusive items:

- Guaranteed Installation: specialized telephone support from Customer Services, available 7 days a week, for the installation of the *neufbox*. If necessary, a technician will be sent to the customer’s home, free of charge.
- 48 hour support: everything possible will be done to resolve customers’ problems within 48 hours. In the event of a total breakdown in excess of 48 hours, a **3G internet key will be lent to the customer free of charge to enable them to continue to browse the web.**

SFR’s *neufbox* will be available from October 8 onwards from €29.90 per month, at www.sfr.fr and at the 800 Espaces SFR.

SFR. And the world is yours

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