



Orange Business Services - Trading Solutions selects GENBAND to deliver rich SIP product capabilities

Paris, France, October 25, 2010 – Orange Business Services - Trading Solutions, the leader in voice and electronic trading infrastructure and services for the trading communities, today announced they have selected GENBAND, a leading developer of IP solutions and services, to deliver an end-to-end SIP-based communication tool kit for its MPLS-based network that provides services for electronic and voice trading. GENBAND's A2™ Converged Application Server has been chosen for this migration to SIP technology to enrich the Trading Community Services portfolio and help improve the communication experience for customers using Orange Business Services - Trading Solutions' TCSnet.

GENBAND's [A-Series](#)™ Applications Portfolio delivers a suite of unified communications (UC) functions and enhanced service customization over multiple IP access networks. These applications offer greater speed, accuracy, business agility and Return on Investment (ROI). GENBAND's A2carrier-grade technology, will equip Orange Business Services - Trading Solutions to deliver reliable communication services to their clients. It will simultaneously reduce the economic impact of disasters by minimizing network downtime and providing greater disaster recovery capabilities, including NetRecova, which re-routes private lines to a back-up site, enabling electronic and voice trading to be resumed quickly.

"We are pleased to support Orange Business Services - Trading Solutions' mission-critical electronic and voice trading environment with advanced Unified Communications and SIP-based capabilities," said Pablo Gargiulo, President of Global Sales, GENBAND. "Our market-leading A2™ Converged Application Server enables voice and multi-media communications across any IP access network while delivering advanced services such as presence management or accessibility. Real-time services that survive unforeseen network challenges are central to Orange Business Services - Trading Solutions' offering and these IP services enhance that value proposition by delivering improved network flexibility, reliability and profitability."

"Our clients' success depends on how quickly their employees can gather market intelligence, communicate information and complete transactions," said Sébastien Jaouen, Head of Trading Community Services, Orange Business Services - Trading Solutions. "This dynamic and complex business environment is often further complicated by the need to communicate 24 hours a day, seven days a week on a global basis. By combining the selection of GENBAND and the launch of our new SIP smart turret Open Trade it enables us to better serve our

customers. We can provide greater business productivity, cost savings and more flexible working conditions to our customers."

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About Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. With almost 131 million customers, the Orange brand covers internet, television and mobile services in the majority of countries where the Group operates. At the end of 2009, France Telecom had sales of 44.8 billion euros (22.1 billion euros for the first half of 2010). At June 30, 2010, the Group had a total customer base of 182 million customers in 32 countries. These include 123.1 million mobile customers and 13.2 million broadband internet (ADSL) customers worldwide. Orange is the number three mobile operator and the number three provider of broadband internet services in Europe and, under the brand Orange Business Services, is one of the world leaders in providing telecommunication services to multinational companies.

With its industrial project, "conquests 2015", Orange is simultaneously addressing its employees, customers and shareholders, as well as the society in which the company operates, through a concrete set of action plans. These commitments are expressed through a new vision of human resources for employees; through the deployment of a network infrastructure upon which the Group will build its future growth; through the Group's ambition to offer a superior customer experience thanks in particular to improved quality of service; and through the acceleration of international development.

France Telecom (NYSE:FTE) is listed on Euronext Paris (compartment A) and on the New York Stock Exchange.

For more information (on the internet and on your mobile): www.orange.com, www.orange-business.com, www.orange-innovation.tv

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**About Orange Business Services - Trading Solutions
a single source of innovation.**

Orange Business Services - Trading Solutions is a leading provider of convergent voice and electronic trading infrastructure and services for the trading communities. It is an international subsidiary of the Orange Group, employing over 450 people in the major financial centres across the globe including Beijing, Frankfurt, Geneva,

Hong Kong, London, Madrid, Milan, New York, Paris, Shanghai, Sydney, Singapore, Tokyo and Zurich. The company is supported by a global partner network of distributors in 50 countries offering customers 24/7 service.

Orange Business Services - Trading Solutions has more than 45 years experience of working with the financial services trading industry. With a focus on building long-term partnerships with customers, Orange Business Services - Trading Solutions brings innovative solutions and the highest quality services to the trading community. It provides optimised solutions over its dedicated trading network to a community of more than 2,000 network member organisations, encompassing buy-side and sell side institutions and trading venues.

Orange Business Services - Trading Solutions also offers flexible trading products and services including state of the art, unified voice trading solutions with over 40,000 turrets in play featuring user's programmable interfaces, touch screens and voice/instant messaging recording solutions. For more information about Orange Business Services - Trading Solutions please visit <http://www.orange-business.com/trading-solutions>

About GENBAND

GENBAND is a global leader of IP infrastructure and service solutions, helping fixed, mobile and cable service providers around the world evolve communications networks through IP innovation. The Company offers market-leading Switching, Networking and Service solutions, with products deployed in over 600 customer networks spanning more than 80 countries. GENBAND is headquartered in Plano, Texas, and has operations in 50 countries. To learn more, visit us on the web at www.genband.com.

According to Infonetics, Synergy, and Dell'Oro, GENBAND is the #1 supplier in the global service provider VoIP market, which includes softswitches, media gateways, session border controllers, media servers and application servers.

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