



May 31, 2012

Orange to Exclusively Launch the 'San Diego' - Powered by Intel® Technology

NEWS HIGHLIGHTS

- Orange UK to launch the San Diego Android smartphone powered by Intel technology on the 6th June
- The feature packed San Diego from Orange features Intel's Atom processor, as well as HD Voice, HD Video and an 8MP camera with 'burst' capture mode
- The San Diego will be available on pay as you go and pay monthly price plans nationwide from Orange shops, Orange telesales and orange.co.uk

London, UK – 31 May 2012: Orange today unveiled the San Diego, a new high-performance Android smartphone powered by Intel inside®, which will be available exclusively on Orange from 6th June nationwide.

The San Diego (previously codenamed 'Orange Santa Clara') is the first Intel powered smartphone to launch in Europe and will deliver users the latest in innovative smartphone capabilities at an affordable price point.

The handset is powered by the Intel® Atom™ processor Z2460 and supports HSPA+ with the Intel® XMM™ 6260 Platform. Together, these Intel solutions deliver users a fast and responsive browsing experience.

The San Diego features High-definition (HD) video, helping it to support a rich entertainment offering along with 1080p video capture, image stabilization and HDMI out. What's more, the handset boasts an 8 mega-pixel camera which features 'Burst' mode allowing it to take 10 pictures in under a second to ensure you capture all the action and can choose the very best pictures to keep and share. The San Diego also comes with mobile HD voice for outstanding audio quality, and features a 4.03" capacitive display, A-GPS and Bluetooth 2.1.

From the home screen, the San Diego will come with quick link access to:

- **Orange Wednesdays:** 2-4-1 cinema ticket app – allowing you to read reviews, watch trailers as well as redeem 2-4-1 vouchers all from your handset
- **Your Orange:** To help customers keep up to date and manage their Orange account
- **Orange Gestures:** Allowing users to draw natural and intuitive gestures on their home screen which can give one-stroke access to their favourite applications or services

The San Diego will be available for £199.99 on Orange Pay As You Go, when customers top up by £10 in Orange shops. When they take out the handset on pay as you go, they will also receive a free monthly allowance of 250Mb* of mobile data per month for 12 months. Alternatively, for launch, the handset will be free to customers who take a 24 month price plan from £15.50 a month until the 25th of July** 2012. The package includes 50 any network call minutes, 50 texts, as well as 100MB of mobile data a month.

Paul Jevons, Director of Products and Devices, Orange UK commented: "We're proud to be working with such an exciting partner as Intel, and offering our customers the first Orange Intel powered smartphone on the market."

"The San Diego is a great addition to our own-branded device portfolio, and is testament to our heritage in offering consumers great value innovation."

"We congratulate Orange on the launch of their 'San Diego' smartphone with Intel inside," said Mike Bell, Intel Vice President and General Manager of the company's Mobile and Communications Group. "Orange is truly a progressive operator who has its finger on the pulse on its customer base. The new Intel-based smartphone exemplifies Orange's focus on delivering a well executed product to its users, from the quality and feel of industrial design to the overall software and applications experience."

San Diego customers will also benefit from access to T-Mobile's signal too, meaning they can call, text and access high speed mobile internet in more places across the UK, as well as benefit from Quick Tap Treats – the UK's first mobile contactless retail reward scheme, and discount on Orange home broadband.

The handset will be supported by a multimillion pound advertising campaign, featuring the Orange ninja creative which will commence in June. The advertising campaign will feature across TV, outdoor, print and online.

The San Diego will be available from 6th June from Orange shops, Orange

Orange telesales and the Orange online shop. For more information, visit www.orange.co.uk/intel

About Orange UK

Orange is the key brand of the France Telecom Group, one of the world's leading telecommunications operators. With almost 131 million customers, the Orange brand now covers Internet, television and mobile services in the majority of countries where the Group operates.

In the UK, Orange provides high quality GSM coverage to 99% of the UK population, and 3G coverage to more than 93%. Orange and any other Orange product or service names included in this material are trade marks of Orange Brand Services Limited.

On July 1 2010, the company became part of Everything Everywhere, one company that runs two of Britain's most famous brands - Orange UK and T-Mobile UK - with plans to transform the industry by giving customers instant access to everything, everywhere, offering them the best value, best choice and best network coverage in the country. Everything Everywhere Limited is the UK's biggest communications company, with a combined customer base of almost 28 million people and more than 720 retail stores across the country. Everything Everywhere Limited is registered at Hatfield Business Park, Hatfield, Hertfordshire, AL10 9BW under the registered company number 02382161.

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com.