

For Immediate Release

Orange Signs with Media Lab Europe

Research Partnership to Fuel Orange European Research and Innovation

DUBLIN -- October 24, 2002 -- Media Lab Europe, the not-for-profit Research Institute today announced that Orange, one of Europe's largest mobile communications companies has become a Research Partner of the Lab for an initial three-year period to begin on October 30th this year.

The partnership will give Orange access to full intellectual property rights, new research developments, internal technical reports and unpublished research developed at Media Lab Europe, free of licence fees and royalties. This adds to the access Orange - as part of the France Telecom Group - already has to the research activity at the MIT Media Laboratory Boston. The combined annual research budget for the two Labs is approximately US\$50 million.

Speaking about the Partnership Paul Phillips, Head of Brand Futures at Orange said, "Any business that believes in the future needs to invest in it. Our investment in research underpins our brand, our philosophy and our commitment to facilitating people in communicating wherever, whenever and however they wish. We expect our investment with Media Lab Europe to play a major part in our innovation in Europe."

"We have a number of relationships with universities around Europe but we expect this new partnership with Media Lab Europe to be fruitful, because their research is very relevant to our business. We specifically expect to collaborate in the areas of health, learning, the link between the virtual and the physical world, building communities and new enabling technologies, as well as developments in multimedia and multi-modal communications and interaction" continued Phillips.

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Media Lab Europe has recently extended its Research Partnership model to allow greater Business and Government access to the Lab. This includes events like Open_House*, collaborative research groups such as European Future Groups (EFGs)** and Partner support from CoLab***.

Dr Rudolph Burger, CEO of Media Lab Europe said, "We rely on corporate research partnerships to fuel our research. We expect Businesses in return to take our ideas and commercialise them, expanding human potential in the process. Our work on new enabling technologies makes Orange a great match. We look forward to our collaboration and the opportunity to fuel its European innovation."

Ends.

Notes to Editor

* **Open_House** at Media Lab Europe provides Partners with access to intellectual power. Its agenda offers the most comprehensive calendar of research driven forums for business and research professionals. Attendees get the opportunity to immerse themselves in the future with global thought leaders, technology experts and Media Lab Europe researchers. From October 2002, Open_House will happen once a month at Media Lab Europe's home in Dublin. All events have been planned around some of the ideas the Lab believes will seed the future. Open_House is a free event for all Partners and by invitation only.

** **European Future Groups (EFGs)** focus on topics of specific interest to the Lab's research partners. The groups aim to help partners obtain competitive advantage, shorten the research cycle and offer practical on-the-ground collaboration with industry peers. Insights into next generation technologies and markets and exploration of commercial applications are also part of the agenda. EFGs currently include: Wireless, E-sense, iCast, Fun and games, Mosaic society, Innovating innovation, Im'mortality and Time and Attention.

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*** **CoLab** exists to make access to 'ideas' and their 'creators' even easier for Partners. Its responsibilities include fundraising; partner research, relations & services; events and management of our press office, which includes all of Media Lab Europe's communications: print, broadcast and web.

About Media Lab Europe:

Leveraging the innovative and entrepreneurial operating model of the world-renowned MIT Media Lab, Media Lab Europe adopts an interdisciplinary approach to researching the ways in which new technologies expand human potential. Media Lab Europe's home is in Dublin where it was established two years ago as a 10 year joint venture between the MIT Media Lab and the Irish Government. 100 people work for the not-for-profit Research Institute, across seven groups and supporting areas. The CEO of the Lab is Dr. Rudolph Burger. To find out more about Media Lab Europe please visit www.medialabeurope.org.

About Orange:

Orange and wirefree are trademarks of Orange PCS. The Orange group is one of the world's largest mobile communications companies, with over 40 million customers in 21 countries across Europe and beyond. It provides a broad range of personal communications services, including Orange GSM1800 services and other digital cellular telephone services. The Orange brand operates in the UK, France, Switzerland, Romania, Denmark, Slovakia, Thailand, the Ivory Coast, the Dominican Republic and the Cameroon. The Orange group also has controlled operations in Belgium (Mobistar), the Netherlands (Dutchtone), Botswana (Vista Cellular) and Madagascar (SMM) and intends to launch Orange UMTS operations in Luxembourg and Sweden. The Orange group has a joint controlling interest in Egypt (MobiNil) and minority interests in Italy (Wind), Portugal (Optimus), Austria (Connect Austria) and Mumbai/India (BPL Mobile). As at the end of June 2002, Orange was the largest mobile operator in both the UK with over 12.8 million active customers, and France with over 18.6 million customers. Information about Orange can be found on the Orange website at www.orange.com

For further information please contact:

For Media Lab Europe
Niamh Lyons, Fleishman-Hillard Saunders
++ 353 86 202 5470; lyonsn@fhs.ie

For Orange
Niamh Byrne, Orange Media Centre
++ 44 207 984 2000; media.centre@orange.co.uk