



Bouygues Telecom and Cellfish Media team up to create new advertising format for mobile contents

Paris, 12 March 2008 – Bouygues Telecom and Cellfish Media are launching an entirely free mobile games download website¹, funded through advertising. By broadening target user groups and opening up contents to all types of audience, the two operators are creating a new medium for content access, thus providing a solution that will meet the next challenges facing the mobile industry: promoting and facilitating mobile internet access by marketing attractive, free content ranges designed for a wider audience.

Xtragames currently has a catalogue of more than 700 games, including Tomb Raider, Top Gun: Air Combat, Action Rugby 2007, Street Soccer World Tour, Killer Sudoku, Arcade Park, World Poker Tour 7 Card Stud, etc., which are aimed at casual gamers, in particular users who are still reluctant to buy games for mobile devices. To access the service, users simply need to send in their mobile number on an opt-in basis. Two interactive and unobtrusive screen ads will appear before the game starts.

“This initiative is fully in line with Bouygues Telecom’s strategy in the field of mobile internet: to provide our customers with cost-free, on-the-move access to the rich content normally available from home,” said Olivier Laury, Director of Content at Bouygues Telecom.

Nicolas d’Hueppe, Managing Director of Cellfish Media France, added: *“The objective of Bouygues Telecom’s portal is to attract new users by providing a wide range of services free of charge. As the number one distributor of mobile contents, we were keen on carrying out this project and demonstrating that advertising can constitute a major growth driver for the mobile industry”*.

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 9 million customers, including approximately 6.6 million under contract, and employs 7,700 people. The group’s objective is to “become the preferred provider of personal communication services” by focusing on solutions to further improve its customer services.

After pioneering the talk-plan and free voice-mail concepts in 1996, followed by unlimited call plans through the Millennium service, in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day from 8 pm.

To meet the needs of households for multimedia equipment and services, Bouygues Telecom will launch its first land line services in 2008. To guarantee the highest quality of service to consumers and businesses alike, Bouygues Telecom markets an extensive range of broadband services via its Edge network, which covers more than 93% of France’s population.

The group’s 3G+ network, which offers even higher speeds, will make it possible to tailor solutions to the future needs of customers.

To provide optimum customer service, Bouygues Telecom has chosen to locate six customer-relation centres in France, employing a total of 2,000 advisors.

Bouygues Telecom press contacts

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About Cellfish Media

Cellfish Media is a leading publisher and distributor of mobile content. The company offers a full package of consumer entertainment services (personalization, music, news, games, lifestyle, videos, mobile communities), marketed under the KKO brand or in partnership with operators’ portals and leading media companies. Cellfish Media also produces original mobile-specific content at its studios, including Blingtones and Meuh Meuh Star.

Bolstered by its seven-year leadership in the mobile marketing industry, Cellfish Media provides an integrated platform, equipped with payment, website hosting, publication, custom-made content creation, management and CRM solutions, to operators, media groups and advertisers. Cellfish Media has recognized expertise in direct marketing as well as SMS and Wap campaign management.

Cellfish Media employs 320 people in France, Germany and the US, where the group is based. Its main shareholders are Lagardère, Telecom Media Fund (financed by Caisse de dépôt et placement du Québec and Trio Capital), Humagade Group Inc (a partner of Desjardins Venture Capital) and Fonds de solidarité FTQ.

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¹ Excluding browsing charges; service available to all customers equipped with compatible devices.