

# Press release



## Mobistar first operator to integrate social networks in its youth offer

### Free access to Netlog and Facebook with TempoMusic

**Brussels, 29 May 2009 – Mobistar repositions the prepaid card by being the first mobile operator to offer free Netlog and Facebook access to TempoMusic customers via Orange World. Mobistar responds to young people's new ways of communicating.**

Studies<sup>(1)</sup> have shown that 63 % of young people currently have a profile on a social network site and that half of these access and/or update their profiles each day. In the north, mainly youngsters between 13 and 20 access the Netlog social network. Facebook is particularly popular in the south of the country with 20 to 25 year olds. Research has shown that young people's mobile communication habits have evolved. One-to-one communication with voice or text traffic is gradually giving way to one-to-many communication via chat and social networks.

Mobistar is therefore updating its TempoMusic offer to reconfirm its commercial leadership position in the prepaid market. TempoMusic is evolving along with young people's communication habits. Mobistar was the first to offer packages with free SMS to TempoMusic customers. Today Mobistar is the first operator to integrate mobile access to social networks in its TempoMusic offer.

Until 1 July, all Netlog and Facebook sessions via Orange World are free for TempoMusic customers. After that, access to social network sites will be integrated in the packages of the TempoMusic offer: with each reload of at least 15 euros within 31 days after the previous reload, TempoMusic customers will get 300 free sessions (session = 1 h or 1 MB) on Netlog and/or Facebook in Belgium and 5000 free SMS. Access is entirely automatic from the first reload (no activation or installation) and is possible on all multimedia mobile devices. It is simple and free and young people can use the same communication platform on their mobiles as on their computers, whenever and wherever they want.

(1) Insites 08, TrendQ

Mobistar (EURONEXT BRUSSELS: MOBB) is one of the main actors in the world of telecommunications in Belgium and Luxembourg, active in mobile telephony, fixed telephony, ADSL and on other markets with a strong growth potential. The company develops innovative products and services for the residential and the business market. Mobistar is listed on the Brussels Stock Exchange and is part of the France Télécom group.

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