

Marseille, 17 January 2007

**AVENIR TELECOM WILL PRODUCE AND EXCLUSIVELY
DISTRIBUTE LOLLIPOPS MOBILE TELEPHONE ACCESSORIES IN
EUROPE**



Seductive, fanciful and ultrachic: the Lollipops accessories will give that little extra something to trendy young urbanites' mobile phones.

Avenir Telecom Group has signed an exclusive licence contract for the production and distribution of mobile telephone accessories under the trade name Lollipops in all of the countries of the European Union.

Avenir Telecom has developed and marketed ranges of accessories since 1997, as part of its global distribution business of mobile telephone products and services. The Group owns 533 of its own stores, operated under the trade name Internity, and also distributes its offers through a network of more than 4000 retailers across Europe.

Lollipops defines itself as a Parisian brand of glamour and femininity, with a dash of mischievousness about it. In less than 10 years, it has established itself as a central reference in the Fashion Accessories sector. Lollipops has become synonymous with French style fashion, and has already won over a clientele of international fashionistas, because 80% of its accessories (shoes, belts, hats, jewels, luggage, stationery, etc.) are marketed internationally.

With the support of the Lollipops style office, Avenir Telecom will concoct each accessory model in the colourful, silky and brash style which has come to characterise the joyful and imaginative spirit of the brand. The first models will be presented, as a world first, on the Avenir Telecom stand at the Barcelona **Mobile World Congress** from **11 to 14 February 2008** (Hall 2 - stand 2F49).

Avenir Telecom will ensure the production and marketing of the collections in around 30 countries, starting in March 2008.

"We were won over by the originality and richness of the Lollipops brand world," enthuses Marion Vergès, the director of accessory collections for Avenir Telecom. On the feminine fashion segment, fantasy mobile accessories have a rosy commercial future. We are looking to the Lollipops seductive potential to win over this market."

About Avenir Telecom

Avenir Telecom is one of the main European distributors of mobile telephone products and services. The Group sells mobile telephones, contracts and accessories directly through its network of over 533 stores, run under the trade name Internity (direct distribution) and with a clientele of hypermarkets and independent retailers (indirect distribution).

Avenir Telecom employs almost 3,000 people in 7 countries: France, Belgium, United Kingdom, Spain, Portugal, Romania and Bulgaria.

Avenir Telecom is listed on the Euronext List – compartment B (Euronext Paris).

Avenir Telecom shares form part of the CAC All shares, CAC Mid & Small 190, CAC Small 90, IT CAC, Next 150, Next Economy and SBF 250 indices.

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