

Mobistar first to launch interactive communication via Bluetooth with JCDecaux

Activate Bluetooth on your mobile and receive the Christina Aguilera True Tone free of charge

Brussels, 12 September 2006 – Today Mobistar, in cooperation with Sony Ericsson, is launching an innovating campaign in eight major Belgian cities using the new interactive Bluetooth technology of JCDecaux Innovate. All Bluetooth users can benefit from a unique one-week offer allowing them to receive free of charge a Christina Aguilera ringtone if they are within 30 metres of an Atribus. With this Atribus campaign Mobistar is taking the road of permission marketing.

Today Mobistar is surprising its customers and other mobile users with an exclusive Atribus campaign. The telecom operator is the first to use the new Bluetooth technology from Alterwave commercialised by JCDecaux Innovate within the 2m² JCDecaux network. "Traditional mass communication must give way to new communication methods. This campaign illustrates the concept of interactive communication and is based on the principles of permission marketing" states Chris Van Roey, Chief Communication Officer of Mobistar.

The Atribus – equipped with a Bluetooth data server – can detect a Bluetooth-activated handset within a range of 30 metres. The consumer then receives a message asking whether he would like to receive a ringtone. If he accepts, the consumer receives from Mobistar, free of charge, the Christina Aguilera True Tone. All one needs is a True Tone compatible mobile phone with Bluetooth technology.

"Music plays an important role in the lives of young people. To create a unique music experience via mobile and to further reinforce our position with the music and youth segment, Mobistar cooperated with JCDecaux Innovate, Sony Ericsson and Sony BMG to develop this interactive campaign." comments Van Roey.

The Mobistar and Sony Ericsson interactive Atribus campaign, which is part of a global Atribus campaign, starts as of today in 8 major Belgian cities (Antwerp, Brussels, Brugge, Charleroi, Gent, Hasselt, Luik and Leuven)* and runs until 18 September.

* Brussels, Nieuwstraat and Guldenvlieslaan - Charleroi, Rue de la Montagne - Liège, Place Cathédrale- Antwerp, Meir and Keizerlei - Leuven, Naamsestraat - Brugge, t'Zand and Leopoldlaan - Hasselt, Monseigneur Broeksplein at the station - Gent, Veldstraat.

Mobistar (EURONEXT BRUSSELS: MOBB) is one of the main actors in the world of telecommunications in Belgium, active in mobile telephony, fixed telephony, ADSL and on other markets with a strong growth potential (data transmission, etc.). Mobistar is part of the Orange Group which brings together most of the mobile activities of France Télécom. Mobistar is listed on the Brussels Stock Exchange. On 30 June 2006 Mobistar counted a total of 3,019,508 active customers for mobile telephony.

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