



# Fox Mobile Distribution Partners with Orange

*Fox Mobile Distribution and France Telecom Orange sign global distribution agreement*

**LOS ANGELES, Calif. / BERLIN, Germany, 10 February 2009** – Today, Fox Mobile Distribution (FMD), a unit of Fox Mobile Group, and Orange announced a global partnership to distribute FMD content throughout the Orange mobile network. Per the terms of the deal, a variety of FMD's aggregated content, as well as content created in-house by its sister-unit, Fox Mobile Studios, will now be available to Orange mobile customers across as many as 30 countries.

As many as 117 million Orange mobile customers will now be able to easily access FMD's vast catalog, which includes content from world-renowned entertainment brands like *The Simpsons*, popular original characters created by Fox Mobile Studios like the Snuggle Bunny and Howie Heart and compelling content licensed from the world's leading mobile media developers, through the *Orange World* portal. In addition, Orange customers will have access to a variety of entertaining mobile applications, videos, ringtones, wallpapers and themes, and will even be able to try their hands at mobile magic, a completely new genre in mobile entertainment, thanks to FMD's exclusive introduction of mobile magic tricks from Trixcell.

This partnership marks an important milestone for Fox Mobile Distribution, as it not only increases its reach, but displays a move towards building stronger relationships with mobile operators. This allows FMD to assist in providing the best content available to customers through channels they are familiar with. This global partnership could apply across 30<sup>1</sup> Orange networks worldwide, including France, United Kingdom, Spain, Poland and an additional 19 countries in Africa the Middle East and the Caribbean Islands.

"We're excited about this partnership with Orange, as it gives us the potential to deliver the world's best mobile content to over 117 million mobile subscribers through a channel with which they are already familiar," said Sebastien Marteau, Fox Mobile Distribution's executive director of carriers and connectivity. "Forging a deal with a successful global operator like Orange could open up a world of global opportunities for Fox Mobile Distribution, and is in line with our ongoing mission to build stronger relationships with mobile operators everywhere."

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<sup>1</sup> Current countries in Europe are Austria, Belgium, France, Moldavia, Poland, Portugal, Romania, Slovakia, Spain, Switzerland and the United Kingdom. Additional countries in AMEA are Botswana, Cameroon, Central African Republic, Dominican Republic, Egypt, Equatorial Guinea, Guinea, Guinea-Bissau, Ivory Coast, Jordan, Kenya, Madagascar, Mali, Mauritius, Niger, Reunion, Senegal, the French Caribbean Islands and Vanuatu.

## **About Fox Mobile Distribution**

Fox Mobile Distribution is one of the world's leading providers of mobile entertainment, able to reach one billion consumers around the globe. With a wide offering of mobile products and services available directly via mobile phones, Fox Mobile Distribution connects people with their passions in 38 countries on six continents and in over 20 languages. Branded popular content from around the world including The Simpsons, the latest content from major media companies, including chart-topping ringtones from top music labels, mobile games from renowned game developers and original content made exclusively for mobile phones, allows Fox Mobile Distribution to give consumers what they want, when and where they want it.

## **About Fox Mobile Group**

Fox Mobile Group (FMG) is the global leader in mobile content distribution, licensing, and production. A division of Fox Entertainment Group, FMG is comprised of three distinct operating units, Fox Mobile Distribution, Fox Mobile Entertainment, and Fox Mobile Studios.

Headquartered in Berlin, Germany and Beverly Hills, Calif., Fox Mobile Group is the mobile content industry's largest vertically integrated company. It is wholly-owned by News Corporation (NYSE: NWS – News, NWS.A – News).

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