



Press release

Bertrange, 26<sup>th</sup> January 2012

## **With a second shop in the City centre, Orange gets closer to their customers**

### **Orange establishes its flagship shop at Place d'Armes, integrating a service centre and a space for demonstrations and discoveries.**

In the field of communication, it is customer service that makes all the difference. Establishing a second shop in the city centre, along with the one already in place at the Grand Rue, Orange is the only mobile operator in Luxembourg offering such a dense presence, allowing even better service to their clients. Along with Orange's wide range of solutions for telephone and internet, both mobile and fixed line, the new shop will present the whole range of equipment: smartphones, tablets, laptops, modems and all accessories.

*"Our new shop is dedicated to service and new technologies," states Patrick Ittah, Managing Director of Orange in Luxembourg, "it gives access to tablets and laptops and invites to explore all the features of these devices. Demonstrations of new equipment will take place regularly."*

Aiming complete customer satisfaction, Orange's "Service Centre" assists clients to take full advantage of all features on their devices. Among others, Orange experts will help clients to configure their email address on their mobile phones, to synchronise contacts and mails, to copy contacts from a SIM card, to set up a USB Stick, even to back up their personal data.

Customers will also get explanations on Oranges' extended services, such as insurance or recycling of old devices.

Beside the "Service Centre", the new Orange shop at Place d'Armes features also a space for demonstrations and discoveries, allowing visitors not only to explore new smartphones and tablets but also to attend previews of upcoming devices and services.

The new Orange shop at Place d'Armes is open continuously, Monday to Saturday from 9am till 6.30pm.

Orange Shop Luxembourg City

5, Place d'Armes

L-1136 Luxembourg

**For more information about Orange's shops and offer, visit [www.orange.lu](http://www.orange.lu)**

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### **About Orange in Luxembourg**

Orange communications Luxembourg s.a. is a fully converged telecom operator offering for both, the B2B and B2C market, fixed, mobile and ADSL services in Luxembourg. The company is a 100% subsidiary of Mobistar s.a. and has been operating on the Luxembourgish telecom market since May 2004.

Mobistar is one of the main players 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 business market. Mobistar is listed on the Brussels Stock Exchange and is part of the France Telecom group.

Contact : [thierry.iafrate@orangeluxembourg.lu](mailto:thierry.iafrate@orangeluxembourg.lu)