

## PRESS RELEASE

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### **BeeOne named as the license successor of Swisscom for the calling card "phoneCARD telecom FL".**

BeeOne is proud to announce that Telecom FL has selected BeeOne as the exclusive telecommunication service provider taking over its leading calling card brand name "phoneCARD telecom FL". This calling card brand has attained a major level of awareness and has been the symbol of Swiss quality in Switzerland since 1999. phoneCARD is today available in more than 6500 post offices and newspaper shops throughout Switzerland and Liechtenstein.

"Taking over such a flagship brand name that has been in Swisscom hands since 1999 is an honor and a tremendous success of which everyone at BeeOne is very proud. This is a major recognition of BeeOne's expertise and professional approach in the consumer calling card market, and a further step in the consolidation that is taking place in Switzerland," said José Herrero, Managing Director of BeeOne Communications SA.

An advertisement for phoneCARD telecomFL. At the top left, it says "CHF 10.-" in a large, bold font. Below this, a red banner contains the text "True minutes ...". To the right, the "phoneCARD" logo is displayed in red, with "telecomFL" in a smaller blue font below it. In the center, four babies are sitting on a white surface. A red banner across the bottom of the babies contains the text "... because truth is in our nature." Below the babies, another red banner contains the text "Never pay 3 minutes, when you only speak 60 seconds !".

**A few words about BeeOne, the successor of Swisscom in marketing the  
“phoneCARD telecom FL”:**

BeeOne is a Swiss telecommunications operator based in Geneva, and has specialised in prepaid telecommunication services since its creation in 2000. The Beeone management team is composed of professionals of the prepaid card industry who have been active on the European market since 1997. Today BeeOne cards are available in Switzerland at more than 6700 sales outlets, in particular at kiosk chains such Naville, Relay, kKiosk, as well as at fuel stations and post offices. In 2006, BeeOne became the No 1 operator in Switzerland specialising in prepaid phone cards, with an annual turnover in excess €10 million and providing more than 100 million minutes of communication across the world. More infos: [www.beeone.com](http://www.beeone.com).

You will find full additional information about the card on our website:

[www.phonecard-fl.com](http://www.phonecard-fl.com)

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