

## **SOCIÉTÉ EUROPÉENNE DE COMMUNICATION S.A. (“SEC”) ANNOUNCES THE LAUNCH OF A PREPAID OFFERING IN THE UK**

Luxembourg, Frankfurt, New York, Stockholm – January 26, 2000 - Société Européenne de Communication (“SEC”), an alternative European telecommunications provider today announced that the Calling Card Company (C<sup>3</sup>), a wholly owned subsidiary, had recently launched a prepaid card offering for fixed telephony in the United Kingdom.

C<sup>3</sup>, now operational in both the UK and France, plans to offer a prepaid solution throughout Europe. The prepaid offering leverages the extensive Tele2 network and buying power to offer customers the lowest cost calls across the world. Customers can purchase the prepaid cards easily as they are currently distributed through more than 10,000 retail outlets across England, Scotland and Wales. As calls are limited to the amount prepaid, no credit checks are required, making the Tele2 European network accessible to a larger market segment. Furthermore, the Company has the cost benefit of not having to bill its customers.

**Anders Björkman, SEC’s Chairman and CEO stated, “We plan to roll out our prepaid offering in markets where we already have existing operations but this does not preclude markets such as the UK where we have access to an international gateway. We remain committed to leveraging our existing customer base through value added initiatives such as Everyday.com. Furthermore, we will build on SEC’s operational strengths through the roll out of new ventures such as C<sup>3</sup> and IntelliNet, enabling us to increase our total subscriber and revenue base.”**

*SEC was formed to take advantage of the process of deregulation currently taking place in the European telecommunications market. The companies which comprise SEC include: Tele2 Europe, providing national and international long distance telephony services in Austria, France, Germany, Italy, Luxembourg, the Netherlands and Switzerland; Transcom Europe providing customer care services and call centers; Tango, the GSM/DCS 1800 cellular operator in Luxembourg, providing a broad range of mobile telecommunication services; 3C Communications, operating public pay telephones and public Internet services and Transac, providing billing and transaction processing services. SEC has recently launched a number of new operations, which include C<sup>3</sup>, Everyday.com and IntelliNet. SEC A and B shares are listed on: the Luxembourg Stock Exchange; the Nasdaq Stock Market as ADS under the symbols SECAY and SECBY; the Frankfurt Stock Exchange under the symbols SEN1 and SEN2 and the Stockholm Stock Exchange O-List under the symbols SECA and SECB.*

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