



OMNITEL PRONTO ITALIA ANNOUNCES "CITY RICARICABILE" THE FIRST RE-CHARGEABLE GSM CARD FOR CITY USE

International and domestic calls now cost the same and start at only Lit. 350

Milan, February 2, 1998

Today Omnitel made a series of announcement concerning tariff plans and new products effecting domestic and international calls.

International calls at the cost of domestic calls: subscribers to Valore 25 and Valore 50, Omnitel's business plans, will be able to make international calls to Europe, the US and Canada at the same cost of their regular domestic calls: Lit. 595/minute for Valore 25 subscribers and Lit. 395/minute for Valore 50 subscribers. In addition starting January 12, the monthly subscription fee for Valore 25 is waived while that for Valore 50 is reduced to Lit. 25,000 per month.

Customers with code 0347 and City tariff plan subscribers will now pay a flat international calling charge of Lit. 795 all day regardless of the tariff plan they have subscribed to. Starting today customers of Omnitel re-chargeable GSM cards will be able to make international calls from Italy.

On February 2nd Omnitel introduce the latest in its re-chargeable GSM product line: CITY RICARICABILE. With City Ricaricabile local and weekend calls as well as calls to other Omnitel numbers cost only Lit. 195/minute. The service will be available in 104 Italian cities.

Telephone included option. A great new opportunity for subscribers to Omnitel tariff plans with codes 0347 and 0348: by charging their subscriptions to their credit cards, customers can now purchase a Nokia 3110 phone and pay for it in 24 months in instalments of Lit 20,000.

Omnitel's 2,500,000 subscribers can use a network that covers 83% of the Italian territory equivalent to 98% of the population.