



## **OMNITEL PRONTO ITALIA INTRODUCES "PERSONAL," A REVOLUTIONARY NEW TARIFF PLAN**

*Milan, April 3, 1998*

Omnitel Pronto Italia announced today the availability of PERSONAL, the company's latest tariff plan. Innovative, straight forward and simple, it's a plan that customers can configure as they please to best fit their personal needs. PERSONAL is a modular plan made up of five different components: 4 modules of 4 hours each and 1 local module at Lit. 195 per minute, to be selected at the time of subscription. The various time modules are: 8am to 12 noon, 12 noon to 4pm, 4pm to 8pm, 6pm to 10pm. Customers can select one module as their off-peak calling time (Lit. 195/minute) among the four offered and add to it the local module CITY which allows them to make calls in the urban area (currently available in 104 Italian cities) at only Lit. 195 per minute all day long. Calls made during the other time modules are charged at Lit. 990 per minute whereas calls made weekdays between 10pm and 8am, all day Saturday, Sunday and public holidays are charged at Lit. 195/minute. PERSONAL has no monthly charges and no activation fees.

The plan's flexibility, the customer's freedom to choose, the off-peak charge of only Lit. 195/minute, make PERSONAL a real innovation in terms of cellular tariff plans. With PERSONAL changing the selected off-peak module is simple and costs only Lit. 10,000. And current Omnitel customers interested in the new plan can switch to PERSONAL free of charge.

Omnitel also introduced new international calling charges for subscribers to the company's GSM rechargeable card services. Valore Ricaricabile customers will now be able to dial international calls to Europe, USA, Canada and the Caribbean at only Lit. 595/minute while Libero Ricaricabile, Night & Day Ricaricabile and City Ricaricabile customers will be charged Lit. 795/minute.