



OMNITEL AND THE ITALIAN TOURING CLUB PRESENT OMNI ARTE, ART OVER THE CELLULAR TELEPHONE

Milan, June 17, 1998

Omni Arte, is an innovative tourist information service offered by Omnitel Pronto Italia in collaboration with the Italian Touring Club, that will enable mobile users to use their cellular phones to get a description of Italy's most significant city squares and monuments. By dialling the short number 2727, domestic customers and foreign visitors roaming over the Omnitel network, will be able to hear a description of the site prepared by the Italian Touring Club. A menu will offer customers a choice of Italian, English or German language.

The service will be available throughout Italy and is already fully operational in the cities of artistic interest. The Omnitel network recognises the square from which the call originates and automatically broadcasts a description of the various monuments and other relevant information.

The messages vary in length up to a maximum of 13 minutes. Each call will be billed at the fixed rate of Lit. 1,000.

"The opportunity to contribute to the valorisation of the Italian culture and art by means of a simple, easy to use value added service, has been the driving factor behind Omnitel's decision to commit to the project", stated Vittorio Colao, COO, Omnitel Pronto Italia. "The quality of the Omnitel network enables us to offer innovative services not only to over 3 million Italian customers, but also to all visitors roaming over our network."

The short number 2727 is already fully operational in Rome, Milan, Venice and Naples and will be extended to cover 100 Italian squares by September 1998.

Omnitel will promote the service by means of an advertising campaign in print media that will start in the month of July and with flyers in travel agencies, hotels and Omnitel outlets. In addition the company is working with municipal authorities to give appropriate visibility to the service in the squares where it is operational.