



OMNITEL PRONTO ITALIA OPENS ITS NEW INTERNET SITE: ON-LINE SERVICES, CUSTOMISABLE HOME PAGE, ENTERTAINMENT, SPORTS, NEWS FOR CUSTOMERS AND CYBERSURFERS

Milan, June 29, 1998

Omnitel Pronto Italia's new Internet site, , will be on line July 1st. The revised site is characterised by a new graphic lay-out, interactive and information services for customers and cybersurfers. The full site is available in Italian with an English section dedicated to international visitors.

Besides offering a full range of information on the Omnitel world including tariff plans and promotions, the site has been developed to offer cybervisitors an ideal starting point for surfing the web based on an innovative concept: home page customisation.

Visitors to the Omnitel site can select among the four different graphic solutions offered and customise the site's home page by inserting both their most frequently used bookmarks and services. A memorandum function allows visitors to use an electronic calendar to keep track of their appointments. The system then notifies the users of their schedule by means of a visual message on their monitors. Omnitel clients will be able to send e-mails from their handsets and receive a notification message, send electronic mail messages directly from the Omnitel web site to cellular phones and check their telephone bills on-line.

Great emphasis is given to the information section of the site. Surfers visiting will have direct access to the news of the daily newspaper La Repubblica On Line and of the sports daily La Gazzetta dello Sport On Line, to a discussion Forum on current events, film reviews on line and to an amusing Trash News section. Surfers will also be able to visit Café Europa, Omnitel's cultural magazine, and register with OmniFriends, an exclusive section of the site reserved to Omnitel fans.

Another section of the site is dedicated to entertainment: visitors can play "editor in chief" of the cyber newspaper Fanta News and create the paper's front page. The ambitious "editor in chief" will be able to select from a basket of news put forth by the Fanta News editorial staff and select the news item he or she feels will be most liked by potential readers.

The Omnitel site will also contain other information services aimed at Omnitel customers already active in previous versions of the site. Among these the search function to identify the nearest Spazio Omnitel shop or authorised dealer, the virtual shop to purchase cellular phones on-line, or the employment opportunities section.

Within the next few weeks Omnitel will also activate a new function which will enable customers to verify if they have selected the tariff plan that best meets their usage pattern or if other tariff plans would be more suitable.

Omnitel has been present on the Internet since August 8, 1996 with a site that has already undergone two revisions (November'96 and February '97). "Our continuous search for innovation motivates us to offer clients and potential clients new technologies and faster means of communications", stated Vittorio Colao, COO, Omnitel Pronto Italia. "The new site is yet another

step in the direction of service to customers: not only speed in information delivery but also interactive services, on-line information services, culture and entertainment".