



MAKING CALLS FROM TELECOM ITALIA'S LANDLINE NETWORK TO OMNITEL WIRELESS CUSTOMERS IS NOW EASIER AND CHEAPER

80 billion Lire saved when making calls to Omnitel wireless numbers

Milan, December 29, 1998

Omnitel Pronto Italia, Italy's first private GSM operator, announced today that starting January 6, 1999 there will be significant changes when calling Omnitel wireless numbers from Telecom Italia's landline network. From that date charges for calls made to Omnitel customers will be reduced while the existing calling time bands structure will be simplified. Omnitel estimates that, based on 1999 projected traffic patters for calls made from Telecom Italia landline to Omnitel wireless numbers, with the changes introduced consumers will save approximately Lit. 80 billion.

The time bands for calls originating from Telecom Italia's landline network to Omnitel numbers will be reduced to two: for calls made to area code 0347 (pre - paid GSM card customers and individual customers) the charge will be Lit. 990/minute from 7:30am to 9pm while calls from 9pm to 7:30am, all day Saturday, Sunday and Public Holidays will be charged at Lit. 290/minute. This translates into day calls savings of over Lit. 500/minute.

For calls made to area code 0348 (pre - paid business GSM card customers and business customers) all time bands (today there are four bands Monday to Friday) have been replaced by a single charge of Lit. 590/minute all day, every day of the week. Per minute charges remain indicative as billing takes place on a unit basis. Every unit is charged at Lit. 127 (+VAT) and 2 units are charged at pick up. Based on current regulations, changes in the charges structure have been communicated by Omnitel to the Italian Telecom Authority, which has noted the changes proposed by the company.

"With the changes announced today" stated Vittorio Colao, COO, Omnitel Pronto Italia, "we have taken a significant step towards simplifying the calling process and in making calls to Omnitel numbers more accessible all day long. We estimate that in 1999 the overall savings for consumers, which are significant in certain time bands, at Lit. 80 billion."

On December 23rd, Omnitel Pronto Italia announced it had broken the 6 million subscribers threshold.