



OMNITEL INVESTS 10 BILLION LIRE IN CATANIA, SICILY, TO CREATE 450 NEW JOBS AND TO OPEN ITS FIRST "CALL CENTER"; IN THE REGION.

Catania, December 7, 1998

Omnitel Pronto Italia, Italy's first private GSM operator, inaugurated today its first Omnitel "Call Center" in Sicily in the city of Catania.

The Call Center in Catania is Omnitel's seventh and joins those already active in Milan, Ivrea, Rome, Naples, Padua and Pisa.

Omnitel Customers Service Centers, better known as Call Centers, are the heart of Omnitel's service and host 3,000 employees. The Catania center will manage incoming calls from Omnitel customers and potential customers from the regions of Sicily and Calabria.

Omnitel invested Lit. 10 billion in this state of the art facility. The center spreads over an area of 2,400 square meters and is equipped with information technology systems to manage both telecommunication traffic and customer requests. The center in Catania currently employs 138 people that will become 450 in the course of 1999. Employees are, on average, 25 years old, 98 are women while the remaining 40 are men and approximately 50% of them are currently university students.

"Omnitel's success in just under three years of operation are the result of our commitment to serving our customers and of the quality of our human resources" stated Silvio Scaglia, CEO Omnitel Pronto Italia. "We will continue to invest in our employees and to further strengthen our presence throughout the country and Catania is a good example of this strategy".

Candidates for customer service positions had to undergo severe tests, group and one on one interviews. On average for its customer service centers Omnitel selects 1 candidate out of 10. As soon as candidates are hired they enter Omnitel's "Service University", a comprehensive training programme. Omnitel's success in the Italian market depends on its focus on the customer and on the quality of its human resources.

Every year Omnitel invests Lit. 5 million per employee in training programmes. Candidates selected for the positions at Pisa spent some of their training time at the company's Call Center in Naples. "By taking our new employees to Naples" stated Enzo Foi, Regional Director Southern Italy, Omnitel Pronto Italia, "we have been able to ensure that from the first day of work in Catania we will have personnel ready to competently service the expected 400,000 monthly incoming calls. Given the tremendous growth in our customer base, time plays a crucial role in the opening of our Call Centers", continued Enzo Foi. "In

the city of Catania the local authorities and other institutions have worked closely with Omnitel to ensure the timely and successful opening of the Call center.