



SALES AGREEMENT BETWEEN OMNITEL AND INFOSTRADA Infostrada products to be distributed by Omnitel's sales force

*Milan, March 8, 1999*

An agreement was signed for the sale of Infostrada products on Omnitel's sales network: Omnitel's more than 100 "Spazio Omnitel" shops and independent sales points will now also sell the fixed network and Internet products offered by Infostrada.

This is the first agreement between the two companies which in Italy have become the first alternative choice to the former monopoly, each in its own sector, first in the cellular market and then in the wireline sector. Omnitel and Infostrada believe that, even though they continue to operate independently in their respective markets, potential operating synergies can be exploited between the two companies.

Omnitel's capillary sales network is one of the keys to the success of the Italian cellular company, which has become the second mobile operator in Europe with 6.5 million customers at the beginning of February, as well as leading the fastest successful start-up ever achieved in the telecommunications sector.

Infostrada - also a major player in the wireline sector - is the fastest growing of last year's new European wireline operators, reaching one and a half million customers at the end of February and typically clocking up over 8,500,000 minutes of traffic daily.

Omnitel has about 2000 dealers in Italy, in addition to more than 100 "Spazio Omnitel" outlets - its network of franchising shops. The "Spazio Omnitel" shops are located in all the major Italian cities, and are expected to increase significantly during 1999. In three years of operations Omnitel's sales network has provided commercial services, information and technical assistance to tens of thousand of customers every day, thus completing the transition to a new sales concept which puts the customer at the centre of all the company's activities.

"This agreement is the first example of issues we have often discussed" says Vittorio Colao, Omnitel's Chief Operating Officer. "We believe that the agreement will guarantee increased sales efficiency for both companies. Omnitel's sales network has been essential for the company's success and will definitely benefit from expanding its offer to include Infostrada's products."

"As we have often said, we have been seeking synergies with Omnitel", says Riccardo Ruggiero, Managing Director of Infostrada. "I am sure that this agreement, together with the opening up of new sales channels, will make it easier for Infostrada's customer to find our products, improving the quality of services offered and strengthening the already huge success achieved by Infostrada."