



OMNITEL PRONTO ITALIA ANNOUNCES RESULTS FOR THE FIRST 5 MONTHS OF THE YEAR: CUSTOMERS REACH 7.7 MILLION WITH REVENUES AT 2,627 BILLION LIRE

Milan, June 16, 1999

Omnitel Pronto Italia, Italy's first private GSM operator, announced today results for the first five months of 1999. The company strengthened its position as Europe's second cellular operator by maintaining a strong growth pattern with 7.7 million customers on June 15 and with a market penetration of 40%.

During 1999, despite the presence of three cellular operators, Omnitel was able to maintain a strong market share which, based on company estimates for the first three months of the year, should have reached 44%.

The first five months of the year also confirmed the growth trend in air time usage which had already been evident during 1998. The average monthly minutes of conversation moved up from 122 at the beginning of 1998 to almost 134 at the end of the year.

Revenues continued to grow reaching 2,627 billion Lire during the first five months of the year as compared to 1,379 billion Lire during the same period last year (+ 90%).

"The preliminary results for the first 5 months of the year confirm the growth of Omnitel" stated Silvio Scaglia, CEO, Omnitel Pronto Italia. "We continue to be committed to our objective of establishing cellular telephony as the primary means for personal communications".

With the launch of Omnitel 2000 expected at the end of June, Omnitel will confirm its vocation as the innovator in the cellular market and will add another significant building block to its service strategy. With Omnitel 2000 customers will be able to use their mobile phones to access a wide range of Web based services through the integration of three platforms: voice recognition technology, WAP and Internet. Omnitel 2000 services will be accessible by landline or mobile phone and through the Internet.