



ITALIAN CORPORATIONS ARE ALREADY SELECTING OMNITEL PRONTO ITALIA AS LANDLINE CARRIER

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"Omnitel's landline service is ready to go. In just one week, 12 Italian companies have selected Omnitel for landline service and many new contracts are ready to be signed" stated Emanuele Angelidis, Director of the Corporate Customers Division at Omnitel Pronto Italia, commenting on the Italian PTT Ministry's decision to grant Omnitel a license to operate a landline network. "Our strategy is to offer large corporate customers, which represent a market valued at Lit. 6,000 billion, a full range of services. Our new product is called RAM Integrata, and enables customers to benefit from the same convenience and quality of service they have experienced with RAM", added Angelidis. "Omnitel remains a cellular operator and its market strategies do not change. Nevertheless with this latest product we want to meet the communication requirements of the largest customers. Our landline offer targets companies that spend at least Lit. 100 million a year in telecommunication traffic. The service will be initially offered in key Italian cities and will be gradually extended to cover the entire country".

Corporate exchanges are included in the RAM (Mobile Corporate Network) and all outgoing traffic to the company's cellular phones is charged at Lit. 95/minute. The new offer also calls for volume discounts and there are no activation charges. RAM Integrata can be easily set up by connecting the company's switchboard to the Omnitel network using one or more dedicated 2 Mbit/sec lines. By so doing customers are not requested to digit any special access code to direct traffic to the Omnitel network.

Omnitel sells the landline service through its direct sales teams and offers customer service through its dedicated customer service for corporate accounts centers. To support the service, Omnitel has made small adjustments to its information technology infrastructure and makes maximum use of its current network infrastructure thus maximizing the investments made thus far by the company.