



1999 RECORD FOR OMNITEL: 10.4 MILLION CUSTOMERS. 100 MILLION CALLS AND 18 MILLION SMSs ON JANUARY 1st. THE LARGEST UMTS NETWORK IN EUROPE ESTABLISHED IN THE CITY OF TURIN. THE SMS/INTERNET STOCK EXCHANGE NOTIFICATION SERVICE IS READY TO BE LAUNCHED.

Rome, 11th January 2000

1999 closed with a record increase in customers for Omnitel: as of December 31, the company had 10,418,321 customers, an increase of 4.22 million clients during the year (up 68% compared to the end of 1998).

Network performance has been excellent: on New Year's Eve alone for example (from 11.00 p.m. to 4.00 a.m.) 35 million calls and 6 million SMSs were successfully handled, as a testimony to the total reliability of Omnitel's technical structures even in the face of massive customer demand. On January 1st, the Omnitel network channelled a total of 100 million calls and 18 million SMSs.

Armed with these positive results, Omnitel is ready to meet the challenges of the New Year within the sectors that characterise the development of the telecommunications market: data transmission via mobile phones, and the new Internet-based services (e-commerce and on-line entertainment).

Omnitel is also ready for the subsequent, and more radical, expansion of wireless technology represented by the new international digital standard UMTS (Universal Mobile Telecommunication System). In fact, Omnitel's experimental UMTS network is already active in Turin which, with its 11 BTSs, represents the largest area in Europe operating the new standard.

Starting from this month the Stock Exchange Notification Service is available to Omnitel customers. Customers are required to register on the Omnitel2000 portal and define the notification parameters regarding both their portfolio and specific stocks. At the end of daily stock exchange transactions, customers will receive an SMS informing them of earnings - or losses - made on their portfolio. If customers have also set specific parameters referring to given stocks, they will receive an SMS each time trends exceed the levels indicated, so they can base their decisions on market fluctuations in real time.