



OMNITEL 2000: ANGELO GALLI, NEW HEAD OF MOBILE PORTAL

Milan, 21th March 2000

Angelo Galli is the new Head of Omnitel 2000, its multi-access portal system that offers service procedures.

Galli, who has a degree in Economy at the Università Cattolica of Milan, comes from the world of editing, where, since 1982, has gained a considerable amount of experience in the field of marketing and has also developed strategies.

In the 80s, after working for two years at UNILEVER as Product Manager, Galli moved on of the MONDADORI GROUP as Head of all the new projects of "CLUB DEGLI EDITORI" ("EDITORS CLUB") until, in 1984-87, he assumes the position as Marketing Director of the economic and data processing reviews/magazines Mondadori. In 1988 Galli assumes the position as General Manager of the economy press section and involved in founding the MONDADORI INFORMATICA SpA, MONDADORI BUSINESS INFORMATION SpA and FORTUNE ITALIA SpA, a business project in connection with TIME WARNER Inc.

During 1990-92, Galli was Vice General Manager of the business information sector at MONDADORI.

In 1992, Angelo Galli moves to RCS where he is responsible for the marketing section of the CORRIERE DELLA SERA and GAZZETTA DELLO SPORT. Four years later, Galli was offered the position as Vice General Manager, at IL SOLE 24 ORE SpA, of the daily newspaper let alone Head of the marketing section, the research and development of the newspaper.

From last July, Galli was responsible for the strategic development of Il Sole 24 Ore.

On the Internet front, Galli gained some important experiences, the first goes back to 1995 when he was responsible for launching the Corriere della Sera and GAZZETTA DELLO SPORT, which are among the first daily newspapers to be on the Internet, and finally of IL SOLE 24 ORE web.

Angelo Galli is 47 years of age, he lives in Milan and married with two children.

At Omnitel he will direct the activities of the first ever Italian Mobile Portal, active from last September. Attainable through Internet, but also with any mobile phone, both through a micro browser WAP and surfing by using your voice. Omnitel 2000 already offers 150 different services and will include, in a few weeks, a big initiative of shopping On Line. On the Omnitel portal system, will be installed Shop Center 2000, a huge commercial centre On Line which offers over 100 well-known names, representatives of all products. It is the first step towards the chance to shop On Line from your own mobile phone, a method, which will be available to all clients after summer season.