



OMNITEL INCREASES RANGE OF ON LINE TRADING WITH DIRECTA

Milan, 20 April 2000 - Omnitel has signed a new agreement for trading online. Clients who use the Omnitel 2000 portal and WAP services will soon be able to carry out transactions with Directa.

Directa is one of the best-known companies for trading online, the first ever company to exploit the potential GSM mobile telephone system so people on the move can access the Stock Market at any time.

With this agreement, Omnitel increases the range of services available and reaffirms its strategy regarding trading online which is to put at the disposal of their own clients and of visitors to the Omnitel 2000 Portal a selection of the major operators in this sector.

"The agreement with Directa" comments Vittorio Colao, C.E.O of Omnitel, "allows us to give people access to one of the most important Italian financial operators, who have in anticipation availed themselves of the potential of the mobile phone network as a means of managing trading activities in real time".

"Directa is the first operator in the world to develop the technology of GSM Trading®. This new agreement, with a partner of prime importance such as Omnitel, allows us to further increase the range of telecommunications connections to operate on the Stock Market, offering our clients unprecedented easy access and a service based on the most advanced technology, stated Massimo Segre, President of Directa.

The ability of Omnitel and Directa to anticipate the needs of their clients and the attention dedicated to keeping up to date with technological innovations will allow the two companies to develop products which are increasing in line with market demand.

In fact, the two companies also work together to develop products which can make the most of technological potential, the first of these being GPRS which, between the end of this year and the beginning of next year, will allow cell phones to operate at a data transfer speed equivalent to 40 Kb/sec.

Trading online with Directa via a WAP Omnitel mobile phone will be possible as early as next Summer, while within a few days you will be able to carry out buying and selling from the Omnitel 2000 Portal on <http://www.2000.it>.

In both cases anyone wishing to make transactions through Directa will need to open a bank account with one of the many banks who have an agreement with the company.

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Directa

Directa was established in Turin in 1995 and has been operating since 1996. It is the stock broking company which introduced trading online to Italy. Today it allows investors to make transactions via the Internet, from their own PC or via telecommunications links (GSM), directly to the Milan and New York stock exchanges (NYSE and NASDAQ).

Thanks to an exceptionally active clientele who generate more than 30,000 orders per day, Directa had already served as intermediary online for more than 13,000 billion lire (compared with around 7,200 billion lire over the whole of 1999) in the first three months of 2000 alone.

The Directa service allows you to place and revoke orders, to access stock/share prices online, to view MIBTEL trends and their own position updated daily (in lire and in stocks/shares).

Furthermore, the service allows independent stockbrokers to access their accounts at any time, outside stock exchange opening hours. And thanks to the agreement with the Italian Stock Exchange, they can study the "book" which supplies for every share, the five best buying and selling prices, and access research on Studies and Investments by the Turin Property Market, Actinvest in London, and the prestigious "Calepino dell'Azionista" from Mediobanca in online format.

The following conditions apply: no fixed charge, commission based at 1.9% with a upper limit of 35,000 lire per order (the commission is reduced to 1.3% if the brokerage value of the order from the opening of the account exceeds 5 billion lire) or alternatively, a fixed commission of 9 Euro for

each order transacted. For the United States market, commission is fixed and is equivalent to 19 dollars per order transacted.

A demonstration set up by the Directa service is available on the Web Site _ HYPERLINK <http://www.directa.it> _www.directa.it_

Investors can access the Directa services thanks to the particular agreement drawn up by the following banking companies:

- Banca di Credito Cooperativo of Alto Garda (Trento)
- Banca di Credito Cooperativo of Aquara (Salerno)
- Banca di Credito Cooperativo of Brescia
- Banca di Credito Cooperativo of Castel Goffredo (Mantova)
- Banca di Credito Cooperativo of Castenaso (Bologna)
- Banca di Credito Cooperativo of Manzano (Udine)
- Banca Popolare of Aprilia (Latina)
- Cassa di Risparmio of Rimini
- Cassa Rurale of Arco - Garda, Trentino (Trento)
- Cassa Rurale of Castello Tesino (Trento)
- Cassa Rurale of Pergine (Trento)
- Cassa Rurale Valle dei Laghi (Trento)
- Raiffeisenkasse of Bolzano

Further agreements are at present being made with banks in various regions.