



12SNAP AND OMNITEL FOR THE FIRST AUCTIONS VIA CELL PHONE

Milan, 27 June 2000 - the first auction service using mobile phones gets underway, thanks to an agreement between Omnitel and 12snap, the new multinational company which uses the mobile telephone system to offer m-commerce services.

The service will be available to all Omnitel clients, enabling them to transform the display on their mobiles into their very own auction room - to enter it, all that needs to be done is to register. Registration can be carried out by filling in a card available from the beginning of July at Spazio Omnitel shops and at all Omnitel dealers, linking up to the Internet site www.12snap.it, calling the freephone number 800-909390, or else connecting up to Omnitel's internet sites (www.omnitel2000.it, www.190.it). All this information will be made available in a publicity campaign which will kick off in July.

The 12snap auctions are in addition to the commercial possibilities already offered by the 2000 Shop Center, Omnitel 2000's e-commerce shopping mall (www.omnitel2000.it). They represent a further opportunity for the more than 100 merchants already present in the portal who, as well as using this sales channel, can now choose to put their products and services up for auction if they wish.

By the end of the summer, the integrated commercial activities offered by 12 SNAP and the 2000 Shop Center will also be accessible via WAP (Wireless Application Protocol) thus completing the services Omnitel currently offers in the way of m-commerce.

Between the end of July and the beginning of August, as soon as a sufficient number of users have joined up, offers reserved solely for registered Omnitel customers will start to go out.

Each week, on a Sunday evening between 20.00 and 23.00, clients will receive a text message inviting them to 'attend' the following week's auctions. They can register for these by replying to the Omnitel number given in the same message.

In this way, the client will receive a daily text message with up-dates on the auctions to be held that week. There are four product-categories offered using this sales method: they are travel and holidays, high-tech, shopping, and music and events.

The name and details of the product or service up for auction come up on the cell phone display, along with its price at the start of bidding, which can be as little as 10% of its market value and which is at any rate invariably less than the current sales price.

The auction will last a minimum of 15 minutes and a maximum of 35, and will in any case close when a figure of 30% above the normal market price has been reached. The goods/service will go to the person making the highest bid.

Paolo Galli, Omnitel's General Manager, stated: *"Omnitel is today offering an innovative form of electronic commerce, which extends the service we put into operation a few weeks ago with the 2000 Shop Center. With m-commerce, we are taking into consideration all those among our clients who appreciate new forms of technology, interactive shopping and bargain prices, and who can,*

from today, enjoy this new service too. And Omnitel clients have also shown that they appreciate our services for people 'on the move'; 7 million text messages are exchanged each day by our customers, while around 100,000 have already registered on the WAP platform and are surfing the net using their mobiles."

Fabrizio Gavelli, 12snap's Marketing Director, emphasised that "Mobile Commerce is the way forward, because the concept of having a whole range of products and services available at the touch of a button is gaining ground all the time. Buying via 12snap means not having to bother about opening hours or queues, which appeals strongly to our clients."

The 12snap auctions on Omnitel cell phones are following on from the major success enjoyed by 12snap in Germany. Here, in just a few months, more than 100,000 of D2's clients (D2 is the second largest mobile phone company in Germany, run by Vodafone), took part in the auctions using their mobiles, buying goods and services on a regular basis.

The highest bidder at an auction can specify the address to which he/she would like the goods bought to be delivered (home, office, etc.), and how he/she would like to pay (COD, or by credit card). The service will be reserved for Omnitel clients who can register free of charge, while every call to the 21123 number to put in a bid, and subsequently to raise the bidding, will cost 195 lire per minute plus VAT for all tariff plans.

12SNAP

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