



OMNITEL: THE FIRST GPRS DAY IN MILAN CORPORATE SERVICES LAUNCHED TODAY, AND IN DECEMBER GPRS SERVICES FOR ALL CUSTOMERS

Milan, 15 November 2000 - Omnitel's GPRS service will be available from 24 November for companies and at Christmas for all customers. On these dates the service's commercial trials will begin, as announced today at the first GPRS DAY organised by the Company.

Thanks to the investments undertaken and the speed with which the GPRS has been implemented on the GSM network, today Omnitel is offering customers the services provided by the new technology in 27 leading Italian cities. GPRS coverage will then be extended to the entire Omnitel network by 31 December. Today Omnitel's GPRS offer has been made available to 250 existing companies already subscribed to Omnitel customers and the service can be used by companies who ask for it from 24 November.

This commercial trial phase follows the technical trials conducted by Omnitel engineers during the summer and anticipates the full-scale commercial launch. All Omnitel customers will be invited to participate in the commercial trials as from December, as soon as a suitable number of terminals become available on the market.

"Also as regards the launch of GPRS Italy's innovation and speed have been exemplary- commented Vittorio Colao, Chief Executive Officer of Omnitel - In a few months we have achieved full coverage of the entire territory and we shall be the first to launch a GPRS service with such extensive coverage and high traffic capacity".

The 250 existing companies, who participated today at the first GPRS DAY, were greeted by Valerio Zingarelli Omnitel's Network Manager and Pierpaolo Cardamone Marketing Manager of the corporate division who, announced the launch of the commercial trial and explained the technical specifications of the new service.