



OMNITEL: 10,000 USED BATTERIES COLLECTED IN TWO MONTHS

First results of the venture from the agreement with COBAT and with the sponsorship of Legambiente for the disposal of used batteries. Promotion continues until 28 February.

Milan, 13 February 2001 - Two months from the launch of OMNITEL's venture in cooperation with Cobat and sponsored by Legambiente, 10,000 used batteries have been collected by the 140 "Spazio Omnitel" shops displaying the containers for their correct disposal.

The venture, which was launched on 1 December 2000, is the result of an agreement between Omnitel and COBAT (Consorzio Obbligatorio Batterie al piombo esauste e rifiuti piombosi [Mandatory Consortium for the collection of used lead batteries and lead waste] established by the Ministries of Environment and Industry with Act 475/88) with the sponsorship of Legambiente, and is designed to be a real response to the problem of the disposal of mobile phone batteries, which is increasing in proportion to the growth of the mobile telephone market. Indeed, there are currently over 41 million active mobile phones in Italy. These batteries need to be disposed of correctly with the aid of a project dedicated to this purpose.

Omnitel's commitment is the result of the company's particular attention towards the environment and its protection and the conviction that a company's capacity for innovation must also involve the ability to identify problems and anticipate their answers.

Over 200 kg of nickel-cadmium batteries has already been collected thanks to this project, and will be correctly recycled by COBAT. So far the operation has achieved the hoped for development, due to the widespread network of "Spazio Omnitel" shops, present in 95 Italian towns, whose diffusion throughout the country enables all mobile phone owners, and not just Omnitel customers, to participate easily in the collection all over Italy. The collection containers have also been positioned in the 17 largest Omnitel company branches, to enable their employees, who number almost 9,000, to contribute to the venture.

In addition to boosting the venture that will last all year, those citizens who bring a used battery will be able to purchase a new one, of any kind and brand, even if different from the old battery, with a 20,000 lire discount. The promotion, which is not only intended for Omnitel customers, will last until 28 February 2001.