



OMNITEL VODAFONE: GPRS TARIFFS AND SERVICES FOR BUSINESS CUSTOMERS ROLLOUT OF CONSUMER SERVICE IN JULY

Rome, June 19, 2001 - Omnitel Vodafone is ready to launch its GPRS for business customers following the conclusion of the technical and commercial trials initiated at the end of 2000. From July 16 GPRS will be extended to the consumer market, covering both subscribers and prepay customers.

Omnitel, which was the first to make its GPRS technology available throughout its GSM network as early as last December, is now ready to offer GPRS and the related value added services to its business customers, partly thanks to the progressive introduction of the new terminals.

As part of the commercial package, corporate customers will be charged a rate of ITL 40 + IVA per Kbyte for WAP connection and access to the Internet and Intranet via PDA and laptop PC. For customers who above all use Internet, e-mail and their company's Intranet, Omnitel has devised the "Web & Mail" option, with a monthly standing charge of ITL 10,000 and traffic charged at ITL 5 lire per Kbyte. A customer whose monthly bill exceeds ITL 50,000 (including the standing charge) will be given a 50% discount on subsequent GPRS traffic. Traffic will be free until September 30 of this year for companies choosing this option.

As already announced, the structure of charges reflects the nature of GPRS: given that we are dealing with the transmission of packets of data, tariffs are calculated on the basis of the effective quantity of Kbytes sent and received regardless of connection time. Omnitel offers, at no extra cost, the "always on" option for customers who wish to be continuously linked up to the Internet, WAP or to a remote source of information. This service provides rapid connection times and the possibility to receive voice communications at the same time.

A total of about 500 companies use Omnitel's GPRS. These companies use the services developed by Omnitel's Corporate Mobile Solutions Unit. The services have been devised and created in order to optimise the management of a company's mobile communications needs, giving employees who are out of the office access to the information they require in real time. The beauty of GPRS is that it is able to provide a perfect marriage between the functionality offered by the mobile phone and the convenience of Information Technology.

This is certainly one of the reasons for the significant interest shown by the market, as confirmed by the high number of companies who activated the service as soon as it was made available in Italy, despite the fact that it was still at the trial stage.

Among the services developed by the Corporate Mobile Solutions Unit, and already in use by companies during the field trials, Omnitel offers the Mobile Office, which enables users to consult personal information from a remote location (e-mail, agenda, to-do lists) thus making the portable office a reality. The Sales Force and Work Force Automation solutions, devised thanks to a number of prestigious partnerships, are particularly innovative. For example, the solution for the pharmaceutical sector allows GPRS users to immediately share information regarding scientific promotional activities (visits, samples, etc.), as well as checking on the efficacy of the activities undertaken and the administrative procedures involving individual reps at local level and head office staff (marketing, sales, administration, etc.).