



THE INITIAL ZERO IS REMOVED FROM MOBILE PHONE NUMBERS

AS OF NOON TOMORROW THE INITIAL ZERO WILL BE REMOVED FROM MOBILE PHONE NUMBERS.

UPDATE YOUR PERSONAL TELEPHONE DIRECTORY NOW

Rome, June 28, 2001 - Omnitel Vodafone would like to inform all of its customers that from noon tomorrow, it is no longer necessary to dial zero before the mobile phone number being called. In fact, it will gradually become impossible to make calls incorrectly dialled with the additional zero.

From June 30, 2001, the initial zero must be eliminated from the dialling codes of all mobile phone numbers in compliance with the instructions issued by the Italian Communications Authority. This change is part of a plan to rationalise the Italian number system in response to enormous growth and development of the telephony market.

From tomorrow, customers calling any Omnitel number must dial 347, 348, 349, or 340 followed by the number desired.

The zero has been eliminated from all types of mobile phone communication including voice telephony, WAP, data, fax and text messages, including calls from fixed-line telephones to mobiles.

Omnitel Vodafone thus invites you to immediately update your mobile phone directory by cancelling the zero before the memorised numbers. In order to meet the new international requirements, mobile phone numbers must start with + 39 followed by the dialling code without an initial zero, followed by the desired number (for example: +39348xxxxxxx).