



OMNITEL VODAFONE: THIRD REDUCTION FOR FIXED TO MOBILE CALLS - ITL 20 A MINUTE FROM JANUARY 1, 2002

Rome, December 17, 2001 - As of January 1, 2002 Omnitel Vodafone will introduce a further cut in the cost per minute of calls from fixed to mobile phones. The new charge will be applied to all fixed-line operators.

Timed to coincide with the changeover to the euro, Omnitel has decided to cut the cost of peak-time calls from fixed-line operators to a mobile phone to 19.4 cents, representing a reduction of around ITL 20 a minute.

Omnitel Vodafone continues its policy of applying ongoing cuts in the cost of fixed to mobile calls, introduced in 2000. The initial reduction amounted to ITL 33 a minute for peak-time calls, followed by a further cut of ITL 30 last July.

Omnitel also reminds its customers that the relevant, effective reduction in the end price to fixed-line users will be immediately applied by Telecom Italia, whilst other fixed-line operators will act according to their individual market strategies.