



OMNITEL VODAFONE: LUCA ROSSETTO NEW CHIEF OPERATING OFFICER

Rome, January 8th 2002 - Luca Rossetto has been appointed to the role of Chief Operating Officer of Omnitel Vodafone, reporting to Vittorio Colao, CEO of the Company. He will be responsible for commercial activities, Customer Relationship Management activities, new product and services development and operations in the four Areas in which the Company is geographically divided.

Luca Rossetto has been Chief Operating Officer of Autogrill Italia, he has an international background and a strong experience in the retail sector. Rossetto joined Autogrill as Sales and Logistic Manager, and after two years he reached the position of Chief Operating Officer for Italy.

Luca Rossetto has a Degree in Economics from Bocconi University in Milan (1986) and an MBA from Stanford University (1993). After his MBA he joined the Boston Consulting Group for five years. From 1998 he joined Autogrill and now joined Omnitel Vodafone.

Luca Rossetto, 39 years of age, is married and has two children. He will take up his new position from February 1st.