



## **TISCALI- TELECOM ITALIA AGREEMENT: LAUNCH OF A NEW VIRTUAL MOBILE OPERATOR**

*Rome, 27 July 2007* - Tiscali and Telecom Italia today signed an agreement enabling Tiscali to become a virtual mobile operator. For the first time in Italy, an alternative fixed-line operator will offer mobile and integrated services across the whole country and including residential customers.

With this agreement, Tiscali will be able to compete in all mobile services on the market, through pre-paid cards and subscription, using its own brand, and with its own dedicated numbers. The service will be available in Italy and abroad thanks to the international roaming coverage guaranteed by Telecom Italia's network.

Tiscali will set its own tariff policies and commercial prices, directly acquiring and managing customers who will be assisted via a specific service.

The offering of mobile services will allow Tiscali to develop integrated fixed-mobile products, for both voice and data services.

The proposal of mobile services will allow Tiscali to develop integrated fix to mobile offers, both for voice and data services. With this agreement Tiscali intends to complete its telecommunication services proposal with a quadruple play prospective with the aim to integrate its own fixed line services (mail, portal, vas) with a mobile offer. Thanks to the experience gained as Internet Service Provider, Tiscali is positioned as a leading alternative fixed line operator committed to extend the access mobile Internet and develop it. In addition, the terms of the agreement will allow Tiscali to formulate fixed-mobile on-net offers for its residential customers and corporate clients, in competition with Telecom Italia and the other mobile operators.

Tommaso Pompei, CEO Tiscali S.p.A, declares: "We are extremely satisfied for the signed of this agreement which represents a great opportunity for us to complete our services offer for our Italian customer base. The actual evolution of the market is outlining clearly that the convergence process is pull by the mobile access and for an integrated telecommunication company as Tiscali, the possibility to offer mobile services is a natural evolution and an important competitive advantage".

"The agreement with Tiscali – said Riccardo Ruggiero, Chief Executive of Telecom Italia – is a concrete response to the expectations of both institutions and consumers as it will allow a fixed-line operator to offer integrated fixed-mobile services to its customers, making the telecommunications market even more competitive that it already is. Telecom Italia is convinced that such a strategy will enhance the value of its infrastructure".

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