Fiera Milano awards telecoms contract for its new exhibition centre to FastWeb and Vodafone Italia

FastWeb to be exclusive operator of fixed-line services
Vodafone Italia to supply mobile services

Milan, March 25, 2004 – **Fiera Milano S.p.A., FastWeb and Vodafone Italia** have reached an agreement on the installation and operation of an integrated telecommunications system for *Fiera Milano*'s new exhibition centre. The complex, which is currently under construction, is due to be completed in 2005 and, after a "trial" period, will be fully operational from 2006.

FastWeb will be the exclusive operator of fixed-line services in the new fair complex, whilst Vodafone Italia is to be responsible for the mobile network.

FastWeb is to roll out a new fixed-line fibre optic network and is committed to providing, over the duration of the agreement, the most innovative broadband services available, capable of carrying – over a single connection – fixed telephony services, high-speed Internet and data-video transmissions. The new network will be fully capable of meeting the most advanced needs during the start-up and development of the world's leading exhibition centre.

Vodafone Italia will, among other things, provide wireless broadband Internet and Intranet connection using both Wi-Fi technology and the UMTS network, enabling its customers to choose the most effective form of connectivity and ensuring ongoing innovative capacity and high quality services. The international nature of the Vodafone Group, its global network and its presence in 5 continents will further boost Fiera Milano's leadership.

"The new exhibition centre, which will seal Fiera Milano's world market leadership, will offer state-of-the-art solutions in terms of functionality, services and logistics," declared **Piergiacomo Ferrari**, CEO of Fiera Milano S.p.A.. "This is the precise goal we have set ourselves and telecommunications have a key role to play in achieving it, enabling us to provide our customers with the most advanced, flexible and powerful voice and data transmission systems."

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