e.Biscom and Universal Enter Video-On-Demand Licensing Agreement in Italy

Milan, March 1, 2001. e.Biscom SpA (Milan's *Nuovo Mercato*: EBI) – the Italian leader in broadband telecommunications and media-related services – has entered into a video-on-demand licensing agreement with Universal Studios International B.V., it was announced today.

Under the terms of the agreement, e.BisMedia SpA, e.Biscom's fully-controlled content provider, will offer its clients a wide selection of filmed entertainment from Universal through its video-on-demand service. Universal titles available through e.BisMedia's closed non-internet video-on-demand service will include such current theatrical releases as *Gladiator*, *Nutty Professor II: The Klumps* and *Dr. Seuss' How The Grinch Stole Christmas,* the number one box office title in the U.S. last year. Also available on e.BisMedia will be classic titles and favorites from Universal's vast motion picture library, with titles such as *The Breakfast Club* and *Sweet Charity*.

"We couldn't be happier to have a U.S. major on board," said Silvio Scaglia, e.Biscom Chief Executive Officer. "The agreement we have struck with Universal means that we can offer the highest quality entertainment from Hollywood on our service – all with just a click."

"We're thrilled to be working with e.Biscom, an innovator in the Italian marketplace, to bring Universal's exciting lineup of filmed entertainment to their video-on-demand customers," said Holly Leff-Pressman, Senior Vice President Worldwide Pay-Per-View & Video-On-Demand, Universal Television & Networks Group.

Universal's titles will complement e.BisMedia's current offering of movies, documentaries, children's shows, concerts and sports (with hundreds of titles already available), as well as e.Biscom's joint venture with Italy's state television company RAI. The joint venture, called RaiClick, will allow e.BisMedia clients to access over 10,000 hours of the Rome-based television company's programming. The services offered by RaiClick will become available during the second quarter of this year.

e.Biscom

e.Biscom is the Italian leader of broadband telecommunications and media-related services. The company was launched in September 1999 by a group of Italian managers with a significant track record in the establishment and management of major telecommunications projects and successful start-ups, both in Italy and abroad. e.Biscom aims to leverage the unique skills of its team in the management of integrated IP networks and in the development and provisioning of broadband services and innovative video content in order to lead the broadband technological revolution in Italy and throughout Europe. e.Biscom has been listed on Milan's *Nuovo Mercato* for high-growth stocks since March 2000 (IPO proceeds: Euro 1.6 billion). For more information, please visit our site www.ebiscom.it.

Universal

Universal Studios Pay-Per-View is a division of Universal Television & Networks Group (UT&NG). UT&NG is a unit of Universal Studios (www.universalstudios.com), a part of CANAL+, the TV and Film division of Vivendi Universal, a new global leader in media communications.

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