

Poste Italiane climbs up the Fortune magazine ratings

Of the eight Italian firms that feature on the list, the Company led by Massimo Sarmi has leapt up into third place

Rome, 3 March 2009 – Poste Italiane has received an important endorsement of its standing from the authoritative list of the "**World's Most Admired Companies**", drawn up by the **US magazine Fortune**.

On the panel in which eight Italian firms figure this year, **Poste Italiane's assessment has moved up eight percentage points** (from 4.49 to 5.14). This increase, the highest, has taken the company **up into third place, behind Edison and Eni**.

"Being included on the list for the third year running – declared MD Massimo Sarmi – would be something to be proud of in itself; reaching the third position gives us even greater satisfaction. We are Europe's top postal operator in terms of profitability, and the only one in the world to have entered the mobile telephone market. All of this has allowed us to make Poste Italiane not only a competitive, profitable firm, but also to become a benchmark model for the entire sector and to move up the Fortune magazine ratings."

With regard to the reference sector, Delivery, Poste Italiane features once again among the **most important operators in the sector at a global level**. In the new ratings, topped by Fedex, which has overtaken UPS, **Poste Italiane is positioned ahead of the French giant La Poste and the Royal Mail, with a total score that places it close behind Deutsche Post and Japan Post**.

Once again this year the survey has established a **subdivision** among the firms rated, with each category being divided into *Most Admired Companies* (the top half of the list) and *Contenders* (the bottom half).