



The Group led by Massimo Sarmi presents a new virtual mobile service provider

LAUNCH OF POSTEMOBILE SERVICES

Thanks to exclusive services enclosed in the new Poste Italiane's SIM card, the mobile phone becomes a post office counter always with you

Rome, November 26 2007 – Today, **Poste Italiane** joins the telephone services sector with its new **PosteMobile** service provider. **Poste Italiane is the first postal services group worldwide to join the telephone services sector.** The announcement was made during a presentation press conference given by Massimo Sarmi, Managing Director of Poste Italiane, attended by the Minister of Communications, Paolo Gentiloni.

PosteMobile offers a package of **unique services** in addition to traditional telephone services. The following are possible by **simply sending a command from your mobile phone**: **transfer of money from and to Postepay prepaid cards, mobile phone top ups by taking the amount from your Postepay card and checking the balance and recent movements of your BancoPosta account or Postepay card.** Many other services will also be available from the beginning of 2008 and it will be possible to **pay bills, send telegrams, top up and transfer money from your BancoPosta account** as well as other services.

"The birth of PosteMobile – stated Massimo Sarmi – confirms Poste Italiane Group's capacity for innovation, making optimal use of its own technological platforms and exploring new markets. This – added the Managing Director – allows us to offer an increasingly wide range of high added value services and to be increasingly closer to customers. We are able to offer them totally original, simple and secure solutions which, in the case of money transfers via mobile phone, place Poste Italiane at the forefront at a global level. Our services – concluded Sarmi – aim to radically transform the use of mobile phones. With PosteMobile, the mobile phone will no longer be just a mobile means of communication, but it will offer customers the freedom to perform postal transactions and payments without having to go to a post office counter, thus making everyday life easier".

Thanks to **PosteMobile's** exclusive services, the mobile phone can become a real "**electronic wallet**" - easy to use, value for money and totally secure.

PosteMobile's commercial offer is **simple and advantageous** and includes three toll free rate plans: "**Con Tutti**", a single rate for calls to PosteMobile and other providers; "**Con Noi**", an extremely advantageous rate for calls and text messages to PosteMobile numbers; "**Con Tutti Premium**", even more advantageous, designed for customers wishing to link their PosteMobile SIM cards to their BancoPosta accounts or Postepay cards. The "**Con Te**" option – created to communicate with one other PosteMobile number without having to worry about costs - can be combined with all three solutions free of charge.

The **PosteMobile** customer can **keep his/her telephone number** or opt for a new number with the **dedicated prefix 377**.

Con Tutti:
<ul style="list-style-type: none">• Calls to all national landlines and mobile numbers: 16 cents/min• National text messages: 12 cents• Charged at 30-second units
Con Noi :
<ul style="list-style-type: none">• Calls to PosteMobile numbers: 6 cents/min• Calls to all other national numbers: 22 cents/min• Text messages to PosteMobile numbers: 6 cents• Text messages to all other national numbers: 12 cents• Charged at 30-second units
Con Tutti Premium:
<ul style="list-style-type: none">• Calls to PosteMobile numbers: 6 cents/min• Calls to all other national numbers: 16 cents/min• Text messages to PosteMobile numbers: 6 cents• Text messages to all other national numbers: 12 cents• Charged at 30-second units
Con Te option: 16 cents every 30 minutes, no activation or monthly charge

PosteMobile is the Poste Italiane Group company working in the telephone services sector as a virtual mobile service provider. PosteMobile's services are easy to use and advantageous, making the mobile phone a tool which makes everyday life easier thanks to the possibility of sending and receiving money, obtaining useful information and making purchases and payments. PosteMobile avails itself of the distribution network of 14,000 post offices as well as Internet and its call center.

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