



OMNITEL 5,000 REGISTERED FOR ROME'S MARATHON OVER THE CELLULAR PHONE
Real time traffic and sports news through a simple SMS to 4141

Rome, 23 March 2001 - The City of Rome Marathon on 25th March this year comes directly over the cellular telephone. No fewer than 5,000 Omnitel customers registered to receive real time information on traffic conditions and the race simply by forwarding a short text message (SMS - Short Message Service) to the short number 4141 and then entering the key words "Maratona On".

All those who registered for the service will receive directly via SMS comments, unusual news items and the position of the athletes leading the course of the Marathon, on Sunday 25th March.

The text of the messages to be received by customers registered on 4141 will be prepared in cooperation with the Press Office of the Rome Marathon directly from the race itinerary to guarantee the most up-to-the-minute information.

In addition to simplicity of use and value-added service there is an added advantage: whoever activates the service through his or her mobile phone will receive all the information, comments and positions of leading competitors free of charge. All Omnitel customers can register with the 4141 service: wherever they may be they can send an SMS to put themselves on the list and then receive messages with the information.

Omnitel technology used on an exclusive basis for the Rome Marathon has confirmed the enormous importance of SMS as one of the freest and fastest communication tools: short text messages have not only given rise to a new style of communication but also transformed the cellular phone into a mine of information. Omnitel is the main player in this phenomenon with 10.5 million SMS a day over its network. The most used services are: the Flash services on 2002 (horoscope, news, stock exchange, sport) and the latest Mplay on 2216 (the first games to use SMS whose undeniable main character is Superdino, the dinosaur).