

NOTE TO THE PRESS

TELECOM ITALIA PARTNERS WITH MAXXI – THE NATIONAL MUSEUM OF XXI CENTURY ARTS

**Future events include “Telecomincontra” lectures by leading lights in contemporary culture
“Telecom Italia Arena” to provide free WiFi navigation**

Rome, 27 May 2010

Telecom Italia has partnered with MAXXI, the 21st -century arts museum which opened its doors for the first time today in Rome. The company has equipped the new institution with leading-edge technological know-how and infrastructure.

Among the events which will take place in MAXXI, Telecom Italia will present “**Telecomincontra**”, a series of free, multimedia lectures by leading exponents of contemporary culture.

On the technology side, the area outside the museum will host the “**Telecom Italia Arena**”, where MAXXI visitors will be able to surf the internet free of charge via WiFi. Telecom Italia will also provide the WiFi service within the museum.

All MAXXI events will be publicized via Telecom Italia’s websites.

This partnership is a further example of Telecom Italia’s support for the advancement and dissemination of digital culture and innovation in Italy.

Telecom Italia Group offers infrastructures and technological platforms on which voice and data become advanced telecommunications services and leading-edge ICT solutions and tools for development for the Group itself and for the entire nation.

Telecom Italia, TIM, Virgilio, La7 and MTV Italia, Olivetti are the Group’s main brands; they are well-known by consumers and are a guarantee of reliability and competence. Customer satisfaction and technological innovation are the hallmarks of the Group, characterized by a streamlined organization that focuses on the quality of service, simple offers, attention to contact with customers and constant research activities in TILab laboratories .

In addition to its domestic market leadership, - 16.1 million retail network connections, 7 million retail broadband accesses, 30.8 million mobile lines – the Group has a significant presence in Latin America, where TIM Brasil is one of the country’s leading carriers, supplying 41.1 million mobile lines.

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