

NOTE TO THE PRESS

TELECOM ITALIA AT THE 12TH INTERNATIONAL ARCHITECTURE EXHIBITION OF LA BIENNALE DI VENEZIA

Weekly “Architecture Saturdays”, to be followed also in streaming online

Venice, 26 August 2010

Telecom Italia is alongside the 12th International Architecture Exhibition of the Venice Biennale “People Meet in Architecture”, which opens today in Venice until 21 November 2010.

Thanks to Telecom Italia’s support, for the first time this year the “**Architecture Saturdays**” - the series of meetings with past directors of the International Architecture Exhibition - can be followed also online. Video footage of the weekly events will be available in streaming on demand both on the Telecom Italia website (www.telecomitalia.it) and on the LaBiennaleChannel (www.labiennalechannel.org), the Biennale di Venezia dedicated channel.

Telecom Italia also supports “**Destination Biennale Venezia**”, the project that sees the Biennale addressing Universities and Training Centres offering them the possibility to programme and organise tailored visits to the Exhibition, with the goal to make it a significant educational and formative experience.

Telecom Italia Group offers technology infrastructure and platforms that turn voice and data into advanced telecommunications services and cutting edge ICT and media solutions, fostering the development of the Group itself and the whole country.

Telecom Italia, TIM, Virgilio, La7 and MTV Italy and Olivetti are its leading brands, familiar icons to consumers and emblems of dependability and expertise. Attention to the customer's needs and technological innovation are the watchwords of the company, a lean organization built on quality of service, straightforward offerings, customer contact and continual research in its TILabs.

In addition to its leadership in the domestic telecommunications market— with 16.1 million retail fixed-line connections, 7 million retail broadband customers and 30.8 million mobile lines—Telecom Italia is also a major player in Latin America, where TIM Brasil operates 41.1 million mobile lines.

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