

PRESS NOTE

CSR ONLINE AWARDS 2011, THE ITALIAN AWARD GOES TO TELECOM ITALIA THE COMPANY TAKES THIRD PLACE AT EUROPEAN LEVEL

Italian ranking, Telecom Group institutional website receives top award for Corporate Social Responsibility communication within a European research that involved over 200 listed companies

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Telecom Italia climbs the ladder of success at CSR Online Awards 2011 taking first place in Italy. The Group also obtains a very good result at European level, by taking third place and first place ever among TLCs.

Fourth in 2010, Telecom Italia obtained victory by scoring 82 out of 100 (13 more than in 2010) for the Sustainability Section of the website www.telecomitalia.com. As highlighted by the research, beyond informing stakeholders on its non-financial performance, the Group has been able to establish an interactive dialogue by means of "avoicomunicare" dedicated blog (www.avoicomunicare.it). The very size, level of detail and update of the website Sustainability Section allowed Telecom Italia to take third place in the classification at European level, obtaining highest rating both for the Environmental and Social Sections of the analysis.

Now in its fourth edition, the research was conducted by Lundquist – a strategic consulting firm specialized in online corporate communication – on the basis of an evaluation protocol covering a number of criteria developed with the participation of over 300 CSR experts in 37 countries.

The research evaluated how 50 major Italian listed companies use the web to communicate their commitment and performance in environmental and social fields, beyond their ethics, corporate governance and level of dialogue with their respective stakeholders.

**Telecom Italia
Press Office**

+39 06 3688 2610

<http://www.telecomitalia.com/media>