



Press release

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Millions of Italians will be able to support Telethon's research projects simply by buying their favorite products from the outlets of the Autogrill network

Autogrill Travels with Telethon: the objective is to raise at least one billion lire for research

Rome, 12th July 2001 - The Telethon's President Susanna Agnelli and Autogrill's Managing Director, Livio Buttignoll formally presented "Autogrill Travels with Telethon" at a press conference today. This very innovative initiative of solidarity that will involve, for over three months, millions of Autogrill's Italian clients.

Telethon, created in Italy in 1990, is a fund raising initiative. All of the proceeds are used for scientific research involving cures for genetic diseases; Telethon has already funded more than 1200 projects and given life to two large laboratories in Naples and Milan, an overall investment of over 250 billion lire. More than 1400 scientists have used these resources, made available by the generosity of Italians and the famous TV Marathon broadcast on the Rai network, over the past ten years resulting in 90 discoveries worldwide and the first victories in the battle against genetic diseases. Telethon's decisive contribution to Italian research has produced great growth and the necessity to seek out new resources resulting in the return ten or more important scientists to Italy. "Autogrill Travels with Telethon" represents a very important opportunity; the objective of this powerful event is to collect **at least a billion Italian lire for the scientific research of genetic diseases**. Impressive forces will be deployed for the initiative: 452 Autogrill outlets in Italy (344 along the highways, 7 in the airports, 7 in the train stations, 94 in city and commercial centers), with a total of 10.000 employees who serve approximately 300 million customers each year. A formidable network, that will add great strength to Telethon's collection.

Every Autogrill customer will be able to donate 100 lire to Telethon simply by ordering one of several specially selected products: the Morning Menù at the coffee bars, first dishes at Ciao and Spizzico's Menù Patapizza. These products will cost 100 lire more than usual and this amount will be automatically donated by the customer to Telethon and matched by Autogrill. Obviously, the clients who do not want to participate will be free to purchase the menu items at the normal price.

Telethon Cards, corresponding to a 10,000 lire donation, will also be available in all Autogrill locations. Purchasers will receive a gadget and the biannual publication "Telethon notizie". In addition to its network and some of its most successful products, Autogrill is also making sure that all of its employees in Italy are committed to the project and are able to give customers all necessary information regarding the project. The first step, in fact, is training program that will involve all Autogrill employees beginning Tuesday, July 17.



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The collection is scheduled to officially begin on 13 September. From that date forward clients will be able to make a donation to Telethon simply by purchasing select items or the Telethon Card. In this way "Travels with Telethon" will begin for Autogrill, all of its employees, and locations, culminating in the traditional TV marathon on 14, 15 December.

"By involving ourselves with Telethon and this project - Autogrill's Managing Director Livio Buttignol stresses - Autogrill is fulfilling one of the responsibilities of a leading company: creating value not only for its shareholders, customers, business partners and employees, but also for the community through a social commitment that goes beyond a simple donation, that requires the cooperation of the entire company thus becoming the perfect tool for raising the awareness of millions of citizens. With this project we want to demonstrate that it is possible to pursue our company's economic goals while, at the same time, proceeding with important social initiatives". "I am particularly touched - stated the Telethon's President Susanna Agnelli - that an important company like Autogrill decided to be not only generous and supportive, but that the company deployed all its structures and human resources".