



Press release

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Giorgio Manfredini, currently Blockbuster Chief Operating Officer in Italy, will focus on enhancing the Group's brands in a European and worldwide dimension

Autogrill names Giorgio Manfredini head of Group Strategic Marketing

Milan, 19th December 2001 - **Giorgio Manfredini** is to be the new **Vice President for Strategic Marketing at the Autogrill Group**.

Having begun his professional career in Unilever, Manfredini subsequently joined the GS Group (one of Italy's top mass merchandising organisations), where he was responsible for the highly successful development of the **Burghy** fast-food hamburger restaurant chain.

He was later appointed to head Blockbuster's launch in Italy, creating a still growing network of approximately 200 outlets, which has won outright leadership of the sector.

In his new position at Autogrill, Giorgio Manfredini will be able to leverage both his experience in food & beverages and the sales network development skills built up with Blockbuster.

Giorgio Manfredini will report to the Chief Executive Officer, Livio Buttignol, and will be a member of the Management Committee.

The Autogrill Group

Autogrill is the world's leading provider of restaurant services for people on the move. The parent company is controlled by Edizione Holding, the Benetton family's financial holding, which owns 57.09% of equity. Autogrill operates in 16 countries over four continents: North America and Europe (which account for the majority of its business), Australia and Asia. In 2000, it reported revenues of 3.041 billion euros. The Group operates through five main channels: restaurants on motorways and in airports, rail stations and shopping malls and quick-service city restaurants.