



Press release

Media Relations

Tel +39.02.4826.3250
Fax +39.02.4826.3614
ufficiostampa@autogrill.com
www.autogrill.com

Autogrill and Telethon join forces again: the new fund-raising campaign begins today. Donations can be made by buying a cd of italian songs

Autogrill, three new ideas to help research into genetic disease

Milan, 17th October 2002 - The starter flag has waved for the second edition of "Autogrill in viaggio con Telethon", the major charity campaign organized from 17 October to 22 December, which will again involve millions of customers on Autogrill's Italian network in raising funds for scientific research into more than six thousand genetic diseases. In 2001 donations raised in Autogrill locations (in city centers, on motorways, in airports and railway stations) together with the figure contributed directly by Autogrill amounted to a grand total of more than one billion 800 million Italian lire: a major contribution to the overall sum of 44 billion raised last year by the traditional 36-hour television marathon broadcast on the three channels of the RAI state network. Today, after this highly successful debut, Autogrill is aiming at even higher figures. The 10,000 employees in its more than 450 locations throughout Italy have already received full information about the scheme in order to promote and explain the project, which is based on three types of donation:

"A drink, a sandwich and a Telethon Card ... The "Telethon Card," a receipt for 5 or 20 euros, is available at all Autogrill cash desks. The entire sum will be donated to Telethon; customers who buy a card will also receive a year's subscription to the "Telethon Notizie" newsletter.

... and give the change to research." Collection boxes have been placed on the counters of all Autogrill locations for people to make a donation to Telethon, for example with the loose change from their purchase.

"Autogrill... da 25 anni l'Italia che va" is the title of the CD brought out by Autogrill to celebrate its anniversary as part of the 25 years in music, cinema and words project, a collection of the many spontaneous references to Autogrill in songs, movies and novels in the last 25 years. The CD contains ten popular songs linked to Autogrill or to the theme of travel. Artists include Lucio Battisti, Lucio Dalla, Gigi D'Alessio, Marco Ferradini, Gianni Morandi, Enrico Ruggeri and the Pooh. The CD is available in all Autogrill locations in Italy at a price of 10 euros, 5 of which will be immediately donated to Telethon; any amount remaining once production costs have been covered will also be donated to the campaign, since Autogrill is forgoing all profits from the CD.

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 15 countries over four continents: North America and Europe (which account for the majority of its business), Australia and Asia. In 2001, it reported net sales of 3,266.5 million euros. The Group operates through five main channels: restaurants on motorways and in airports, rail stations, shopping malls and city centers.



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The **Telethon** initiative was set up in Italy in 1990 to raise funds for scientific research into the more than 6,000 known genetic diseases. It has already financed more than **1300 projects** and enabled the creation of two major laboratories in Naples (Istituto Telethon di Genetica e Medicina) and Milan (Istituto Telethon-San Raffaele per la Terapia Genica), with funds totalling more than **150 million** euros. The work of more than **1400 scientists** has been financed by these resources, raised through the famous television marathon broadcast on the Rai state network. In the twelve years since the initiative began, **more than 100 world-scale discoveries** have been made and the first progress achieved in the fight against genetic disease. Thanks to the vital support provided by Telethon, Italian research has made enormous strides in just a few years, with the result that dozens of scientists who had moved abroad to work in better conditions have now returned to Italy.