



Press release

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Autogrill to open in the new Fiera di Roma with its Ciao and Acafé brands

- Accumulated sales of approx. €30 million over a nine-year contract
- Public opening set for September 2006

Milan, 13th July 2006 – Autogrill has been awarded a food&beverage contract for Lot 2 in Rome's new trade fair complex. The nine-year contract is expected to generate accumulated sales of around €30m.

In the 2,000 square metre area, Autogrill will build 10 outlets, both Ciao restaurant and Acafé snack bars. These points of sales are set to open to the public in September 2006 and will be run by around 40 employees that Autogrill will hire locally.

Autogrill's project for Fiera di Roma has innovative technical characteristics providing a flexible response to uneven flows and differing types of visitors. In particular, the innovative Acafé is a cutting edge Autogrill snack concept that provides food corners tailored to different types of events and visitors: from hot dog corners for an international target to a pizza bar for lovers of the Italian tradition or a fruit and vegetable corner for people who prefer a lighter and cooler solution.

The operation brings Autogrill's Italian trade fair operations to four. Rome's new trade fair facility will be the second biggest in Italy by size. It will be located near the Roma-Fiumicino motorway, next to the International Airport "Leonardo da Vinci", and will occupy nearly 186,000 square metres of exhibition space.

Autogrill and trade fairs

Autogrill's capacity to handle large, uneven flows of customers whilst guaranteeing high service levels has also been put to good use in trade fair facilities.

Autogrill is a major player in this field too, having consolidated experience and in-depth knowledge of the market and targets: in 2005 alone it served over 1.3 million customers and posted sales of €15.4 million (up 7% on 2004).

The Company is a long-serving operator at **Fiera di Milano**, where it has some 30 f&b locations, including bars, free-flow self-service, and a restaurant that also provides banqueting services. Autogrill is also a provider of f&b services to Fiera Milano's new Rho-Pero fair facility.

Autogrill manages all the f&b services in Turin's **Lingotto Fiere** complex, with 10 locations including a big free flow Ciao and a Spizzico.

Since 2004, the Group has also been operating in **Fiera di Padova**, where it runs outlets in the new halls.