

PRESS RELEASE

Italian Mobile Operator space shows signs of recovery with stabilizing ARPU and EBITDA margins, according to new mobile operator market research report by IEMR

Vancouver, October 16, 2008 – IE Market Research Corp. (IEMR), the Canadian-based provider of market intelligence services, announced today the release of its 4Q08 Italy Mobile Operator Forecast.

“The biggest indicator of a stabilizing Italian mobile operator space is the stabilizing level of Revenue per Minute (RPM) experienced by Italian operators,” said Christopher Fry, Principal Research Analyst at IEMR. “RPM has remained stable at about €12c for the last three quarters. This combined with a MOU growth rate of 5% YoY and an EBITDA margin expansion of 36 bps indicates to us that Italian operators may see further ARPU and margin improvements in the coming quarters,” said Mr. Fry.

“One risk to our forecast is the increased competitive risk in the near term as Fastweb launched an MVNO in September. We think Fastweb could potentially become more aggressive commercially in conjunction with the rollout of its new broadband speeds in 4Q08,” said Mr. Fry.

IEMR’s Italy Mobile Operator Forecast covers up to 65 financial and operational metrics on four wireless operators. Notable highlights of the 4Q08 Italy Mobile Operator Forecast include:

- Service revenue decline stabilized at 2.2% YoY in 2Q08, indicating that the Italian mobile market is heading for recovery in 2H08.
- Subscriber growth slowed significantly to 79K in 2Q08 from 737K 1Q08. We are forecasting continued growth in the Italian wireless industry. Wireless penetration levels in Italy will increase from our projected 156.8% in 2008 to our forecasted 163.0% in 2010.
- We are forecasting total subscribers in Italy to increase from 92.8 million in 2008 (previously 92.5 million) to 97.2 million (previously 96.9 million) in 2010.
- EBITDA margin expanded 37bps YoY in 2Q08 vs. 56bps YoY in 1Q08, following a year of margin contractions.
- TIM gained service revenue market share (+125bps QoQ) from Vodafone (-166bps QoQ).
- In 2010, market shares (by subscribers) of the four major operators in Italy will be 40.7%, 32.8%, 16.8% and 9.6% for TIM, OPI Vodafone, Wind, and 3 (Hutchison) respectively. Given trends in the past few quarters, these market share numbers remain unchanged from our previous forecast.

IEMR's Global Mobile Operator Forecast covers up to 65 operational metrics of 213 mobile operators in 50+ countries, making up 80% of the world's population. Forecasts are based on our proprietary, country-specific forecasting models. These models deploy multiple regression analysis and cross-impact matrices that estimate relationships between subscriber data, technology use and deployment data, overall economic and demographic changes expected in a particular country; and relate these to company operational and financial metrics.

Companies Covered in this Country Mobile Operator Forecast

TIM

OPI Vodafone

Wind

3 (Hutchison)

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* Available only for TIM and OPI Vodafone (CY04 – CY07)

** Forecast for 3 (Hutchison) (CY08 – CY10) not available

*** Available only for CY04 – CY07

**** Available only for TIM, OPI Vodafone, and Wind

***** Available only for TIM and OPI Vodafone (CY04 – CY10)

For more information, visit our website at:

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About IE Market Research Corp.:

IE Market Research Corp. ("IEMR") is a market intelligence and business strategy consulting firm. Our goal is to assist our clients build value and compete in international markets. We build value in four sectors: wireless telecommunications, health care, finance, and government. We build value for our clients by undertaking international brand perception surveys, consumer satisfaction surveys, distributor/channel partner selection and due diligence, market size and opportunity assessments, competitor strategy assessments, government regulatory analysis, and public opinion surveys.

We offer a variety of research products including **CONSUMEREADY™** and **EXPORTREADY™**. **CONSUMEREADY™** provides detailed demographic information on brand strengths and marketing strategies that are crucial to know when competing in international markets. **EXPORTREADY™** is based on our on-going business strategy research that allows us to establish strengths and weaknesses of firms in a wide variety of areas, ranging from intellectual property portfolios to strengths of marketing strategies to quality of engineering. These results are highlighted in our **EXPORTREADY™** publications and form a valuable tool for firms wanting to strategize their market entry options in international markets.

Our corporate values are: Top-Quality Service to Clients, Commitment to see the Client Succeed, Excellence and Integrity in Research, Transparency and Respect toward our Employees. These core values drive all of our research and every client engagement.

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