



ENEL: ELECTRICAL FRANCHISING TAKES OFF WITH ENEL.SI *A network of 2,500 branches by 2004*

Rome, January 24, 2001 – Enel's Managing Director, Franco Tatò, today presented Enel.si, the Group's new integrated services company, which will be the first in Europe to establish a nationwide franchise network of electricians.

The initiative, as presented by Enel.si's Managing Director, Luigi Tedone, will involve the setting up of a network of 2,500 branches by 2004. The first 10 directly managed stores are to be opened in Turin, Milan, Genoa, Bologna (two), Florence, Rome, Naples, Bari and Catania. However, by the end of 2001, a total of 250 franchises are to be opened in the North, 125 in Central Italy and 125 in the South.

The services offered through franchisees are to include emergency intervention and the installation, control and maintenance of electrical systems. Prices of the services will be fixed and standard throughout Italy.

Customer assistance and service quality will be taken care of by a 24-hour national Call Center, which will be operative every day of the year, including public holidays, in order to provide information regarding the services on offer and immediate assistance.

In addition to the widespread nature of the network, the new venture's characteristics are guaranteed early intervention, the high quality, efficiency and safety of the work carried out, and transparency regarding costs and the materials used in the services carried out for corporate and private customers.

Enel.si will provide technical and commercial training for franchisees, who will be carefully selected on the basis of their professionalism, reliability and willingness to constantly update their skills.

Enel points will be installed in Enel.si's stores, enabling consumers to carry out a range of principal transactions: contracts, transfer of contracts, communication of meter readings, requests for Contowatt services.