



Press
Release

MEDIA RELATIONS

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ENEL PARTNERS WITH TRENITALIA

Trenitalia's fidelity card offered to Enel Energia customers, electricity consumption converted into Cartafreccia points

Rome, September 26th, 2011 - **Trenitalia** (FS Group) and **Enel Energia, the Enel company serving free market customers**, have entered into a co-marketing agreement that will allow customers to convert their **Enelpremia** points into **Cartafreccia** points. Cartafreccia is Trenitalia's fidelity card that provides customers with special promotions, offers and services. Enelpremia is an Enel Energia programme that allows customers to earn free Energy Points simply by turning on their lights or using gas and to convert their points into savings on their utility bills or prizes (more details, including programme rules, can be found at enelenergia.it). Customers can trade 800 Energy Points for 80 Cartafreccia points.

Starting from January 1st, 2011, all Cartafreccia holders can choose to receive a free ticket for train travel or one of the new catalogue prizes by trading in points (starting at 1,000 points).

The promotion is targeted at Cartafreccia holders who are also subscribers to the Enelpremia programme. Further details can be found in the section for Cartafreccia holders at www.trenitalia.com or in the programme area of the website enelenergia.it