

PRESS RELEASE

THE CREMONINI GROUP opens "Spazio Cremonini al Trevi", a new, multi-purpose centre dedicated to art, culture and entertainment.

Found and restored: the "vicus Caprarius", an important archaeological site from the Imperial Age.

The new "**Spazio Cremonini al Trevi**", a multi-purpose centre dedicated to art, culture and entertainment, was opened today. Located in the former Trevi Cinema building, the centre offers visitors the Mondadori Trevi bookshop, the "Scuola Nazionale di Cinema" (Italian Film Academy) and the Harry's Trevi café.

The opening also offered an opportunity to take a sneak preview of the "vicus Caprarius" archaeological site, nicknamed "**Città dell'acqua**" or Water City, a rare example of a residential neighbourhood during the Imperial Age of Rome. It was discovered during the restoration project activities directed by the science department of the Archaeological Superintendency of Rome.

Participating at the opening press conference were the Mayor of Rome Walter Veltroni, the President of the Cremonini Group Luigi Cremonini, the Archaeological Superintendent of Rome Adriano La Regina, the Scientific Director of the Archaeological Superintendency of Rome Claudio Mocchegiani Carpano, the Managing Director of Mondadori Retail Renato Rodenghi and the General Director of the Scuola Nazionale di Cinema Angelo Libertini.

The excavations were financed entirely by the Cremonini Group, which invested more than Euro 1.5 million in the restoration of the archaeological treasures preserved in the building. The project exemplifies successful collaboration between the public and private sectors in the interest of preserving precious evidence of the urban past.

The Cremonini Group, in addition to financing the excavations, contributed to the enhancement of the archaeological area, which measures approximately 400 m², with the establishment of the site's museum.

The excavations uncovered two buildings placed on a block that probably stretched out over more than 2,000 m², between the current Via di San Vincenzo (the ancient *vicus Caprarius* or *Capralicus*) and Via del Lavatore. In a subsequent stage, which dates to the Hadrian period, the space was transformed into the communicating compartments of the large water tank of the Virgin Aqueduct, with an estimated capacity of approximately 150,000 litres.

Finally, situated above the Imperial Age site, are the remains of a sizeable medieval settlement made up of two buildings, which are almost certainly dwellings dating back to the period between the 12th and 13th centuries.

The complex is also home to the Mondadori Trevi bookshop, which will open on Thursday, December 5, 2002 at 7:00 p.m. Mondadori Trevi, the largest and most representative bookshop of the Group in Rome, will play host to art, culture and entertainment. Laid out in a large space over

three floors it will offer shoppers a vast selection of books, magazines, DVD's, video games, computer products, digital electronics and telephony, which are sure to satisfy all tastes and needs. The cinema of the National Film Library, which seats approximately 100, will be run by the "Scuola Nazionale di Cinema-Centro Sperimentale di Cinematografia" (Italian Film School-Experimental Film Centre), with the purpose of making the vast archives of the National Film Library available to the public.

The cinema's programming schedule will throw the spotlight on a number of treasures from the National Film Library with events dedicated to the history of the Italian cinema: its most important writers, the most popular genres, and the most significant movements. However, space will also be set aside for international films, which will be presented in agreement with other institutions, such as embassies, cultural institutes, and foreign film libraries. In addition, special, coordinated projects will be set up with other Italian film libraries.

Harry's Trevi, the brainchild of the Cremonini Group, completes the new centre. It combines the worlds of art, culture and entertainment, as the unifying elements that work in perfect combination with the modern food culture. The café, which will be open to the public seven days a week from 10:00 a.m. to 10:00 p.m., offers classic cocktails and aperitifs, as well as tasty snacks and Italian gastronomic treats in a relaxing atmosphere where customers can enjoy a good book or surf the Internet. Harry's Trevi will also provide themed offerings like "5 O'clock Tea", which will serve up the traditional English brew accompanied by special baked goods and sweets. Yearly turnover is estimated at Euro 1 million.

Cremonini, which has more than 4,300 employees, is one of the most important European players in the food sector, operating in three business segments: catering distribution, production and restaurant services. With 2001 revenues totalling Euro 1,364.9 million, the Group is the hands-down leader in Italy in the sale and distribution of foods to the catering sector as well in the production of beef and meat-based processed products. Furthermore, it plays a significant role in the restaurant services sector and is the Italian leader for catering services on-board trains and in railway stations.

The **Mondadori Group** provides a full range of publishing services, from product development to printing, marketing and distribution. Mondadori Group activities are currently divided into six business segments: Books, Magazines and Advertising, Printing, Direct, Computers and Internet. In the Retail sector, the Mondadori Group boasts more than 130 shops throughout Italy.

The "Scuola Nazionale di Cinema" (Italian Film Academy) – Experimental Film Centre shares the honour of being the oldest film school in the world with the Leningrad Film School. Established in 1935, it currently operates in four sectors: Library and Publishing Activities; National Film Library; Training, Research and Experimentation; and Production and Cultural Promotion. Pursuant to Italian legislation, the **National Film Library** has been selected to gather (thanks to the mandatory deposit of Italian produced/co-produced short and feature length films), preserve, restore, and circulate the entire Italian film collection. It currently holds approximately 45,000 titles.

Rome, December 2, 2002