



PRESS RELEASE

CREMONINI GROUP: Virtual Press Office inaugurated, the new on-line initiative dedicated to economic and financial information regarding the Group.

The Cremonini Group –primary operator on a European level in the food sector – has today inaugurated the Virtual Press Office (VPO), a new area on the Group's web site, entirely dedicated to economic and financial information regarding the Company.

VPO hosts 7 sections, updated in real time and accessible 24 hours a day, offering the possibility of consulting and downloading all documents present, with the objective of offering the press and the financial community a rapid and efficient information service allowing users to have direct access, in real time, to all of the Company's reports and communications.

In detail, the sections present in the VPO are:

Financial Report: the company's most recent financial reports (annual six-month, quarterly financial statements).

Research: major studies and research regarding the company written by Italian and international financial institutions.

Analyst Presentation: the most recent presentation made by the Group to the analysts.

Press Release: press releases published by the Group during the last three years.

Corporate Governance: the entire text of the Company's Code of Self-regulation.

Media Kits: the company's updated press kit, the main video and other informational materials regarding specific initiatives by the Group.

Photo: a photo archive regarding the numerous activities in which the various companies in the Group are involved, but also photos of the products and top management.

All Internet navigators can directly enter the new VPO area from the home page of the Group's web site (www.cremonini.it), after a rapid registration, digitizing the username and password.

Among the guaranteed customer care services, the user has the possibility of subscribing to a mailing list and receiving updates and in-depth studies regarding the information present in the various sections.

“The creation of a specific area on our web site dedicated to economic and financial information”- announces Claudia Cremonini, Cremonini S.p.A.'s director of External Relations– “ fits into a context of great interest on the part of the Group for the new technologies and, in particular, the integrated use of the web as an instrument to communicate with our audience: share holders, the media, the financial community, customers, and the public at large”.

Cremonini, with over 4,300 employees, is one of the most important food groups in Europe, with activities focusing in three business areas: production, distribution and catering.

The Group, with total revenues of 2,689 billion lire (1,388.7 million Euro) in 2000, is the absolute leader in Italy for the production of beef and meat products and in marketing / distribution to food service providers, and has, furthermore, a significant presence in the catering sector and, in particular, has the leadership in Italy for catering on board trains and in railway stations.

Castelvetro di Modena, 13 June 2001