

NOTE FOR THE PRESS

CHEF EXPRESS (CREMONINI GROUP): participates in the *M'ILLUMINO DI MENO* (I illuminate less) operation, launched on the occasion of the world ENERGY SAVING DAY by the Caterpillar (Radio2) transmission



The CHEF EXPRESS service areas will switch-off the external signs from 6 p.m. to 7 p.m. and the lights in the tables zone from 6 p.m. to 9 p.m.: an occasion for a romantic candlelight dinner.

For the fifth consecutive year Caterpillar, a noted Radio2 transmission, has launched *M'illumino di meno* for 13 February 2009, an initiative supported by the European Parliament within a programme of international mobilisation, on the occasion of the World Energy Saving Day

Following the success of the past editions, the presenters Massimo Cirri and Filippo Solibello have once again requested listeners to demonstrate that there exists a large and under utilised source of free, clean energy: saving. The invitation is directed at everyone to switch-off lights and non-indispensable electrical appliances on 13 February 2009 from 6 p.m.

All the Chef Express (Cremonini Group) motorway service areas will participate in this initiative by switching-off the external signs from 6 p.m. to 7 p.m. and, in the premises with a restaurant, strongly dimming the lights in the tables zone from 6 p.m. to 9 p.m.: an occasion for a romantic candlelight dinner. Furthermore, all customers will be given a leaflet to explain the initiative and make them aware of the energy saving theme.

In addition to the Chef Express motorway service division, which with 37 areas served about 15 million travellers in 2008, all the other Cremonini Group companies will participate in the *M'illumino di meno* operation, involving employees, customers and suppliers in Italy and abroad, making them aware of adopting small energy saving gestures, by consuming less and better.

In the previous editions *M'illumino di meno* attracted millions of people committed to a cheerful and involving ethical competition of good environmental practices. Normal citizens, schools, enterprises, museums, multinational groups, sports associations, institutions, voluntary associations, universities, shops and small businessmen joined in, each in their own way, the Saving Day. Last year the "energy silence" symbolically involved the principal squares in Italy and Europe: in Rome the Coliseum, Pantheon, Trevi Fountain, Quirinale Palace, Montecitorio and Palazzo Madama, in Verona the Arena, in Turin the Superga Basilica, in Venice Piazza San Marco, in Florence Palazzo Vecchio, in Naples the Maschio Angioino, in Bologna Piazza Maggiore and in Milan the Duomo and Piazza della Scala. Paris, London, Vienna, Athens, Barcelona, Dublin, Edinburgh, Sofia, Palma de Mallorca and Ljubljana were also "illuminated less", as with other dozens of cities in Germany, Spain, England and Romania.



For further information visit the www.cremonini.com and www.caterueb.rai.it sites

Chef Express – Motorway Division manages 37 service areas and is one of the principal Italian operators in motorway catering.

Cremonini, with over 8,200 employees, of whom over 5,000 are in the catering sector, is one of the largest food groups in Europe and operates in three business areas: production, distribution and catering. The Group, which had total revenues of 2,482.4 million Euro in 2007, is the absolute leader in Italy in the production of beef and meat-based transformed products (**Inalca JBS** and **Montana**) and the marketing and distribution of food products to the food service sector (**MARR**). It also has a significant presence in the catering sector with the **Chef Express** brand (on-board trains and in railway stations and motorway service areas), and **Roadhouse Grill** (steak house chain).

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