

PRESS RELEASE

KIDS IN THE OFFICES OF ITALIAONLINE

The group joins the initiative promoted by Corriere della Sera in partnership with La Stampa

Milano, May 5th 2014

Over 150 kids under the age of 14 are expected on May 23rd in the Italiaonline's headquarters in Assago (Milan), Rome, Pisa and Ivrea. The company joins the initiative called "Children in the office with Mom and Dad" promoted by Corriere della Sera in partnership with La Stampa. Italiaonline will open its offices to the children of its employees for an afternoon of fun and entertainment.

The goal of the initiative, that for its 20th edition is sponsored by the Department of Family Policies, is to offer the kids a chance to visit the place where parents go to work everyday, in order to share a special day.

Many activities will take place to entertain the little guests, who will enliven the hallways of Italiaonline. The children will be welcomed by friendly cartoon characters, who will guide them through a series of spots where makeup artists will transform them into popular comic book heroes and young artists will give away balloon sculptures. There will also be a creative workshop, where children will use colors and cards to reproduce their emotions and moods.

During the day, an educational moment will be provided to the kids from 6 to 12 years old, to talk about network security, with a workshop on tips on how to protect themselves from the dangers of the internet surfing. A candy corner will be set up, to give kids the opportunity to refuel with a tasty snack after the intense afternoon activities. The funniest moments of the day will be captured by a photographer, who will share the pictures with all parents, to preserve the memories of the afternoon spent with their children.

"Getting to know their parents working environment, is for children a way to feel involved into their daily life, experiencing the place where mom & dad spend most of their day" says **Andrea Fascetti, Vice President Human Resources, Organization and Facility in Italiaonline**. "We have always been a company who cares about its employees and joining this initiative gives us a chance to offer them the opportunity to spend a special day with their children".

ITALIAONLINE

Italiaonline è la società che da febbraio 2013 raggruppa tutti i brand e gli asset di Matrix S.p.a. e di Libero S.r.l., a seguito dell'acquisizione di Matrix da parte di Libero, conclusa a Novembre 2012, e alla successiva fusione per incorporazione di Matrix S.p.A. nella Italiaonline S.r.l., conclusasi a dicembre 2013 e diventata Italiaonline S.p.A. da aprile 2014. È indirettamente controllata dalla Orascom TMT Investments S.à r.l. tramite la Libero Acquisition S.à r.l., società che fanno capo al magnate egiziano Naguib Sawiris, protagonista a livello mondiale nel settore delle telecomunicazioni. Fanno oggi parte di Italiaonline i portali Libero e Virgilio, i web magazine Di•Lei, TotalTech, QuiFinanza e SportStadio, la piattaforma video ViTV, le utility 1254 e Apritisito, le concessionarie di web advertising Italiaonline ADV e Italiaonline Local, il solution provider IT.NET.

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