



Press release

Media Relations

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**Technology and nature are both part of Autogrill's new website created by KORA Multimedia Marketing and presented to the press today at Autogrill's headquarters in Assago (Milano). This original initiative, based on the idea of being able to cultivate a fruit tree at a distance (via Internet), was developed in collaboration with Agritime and resulted in Autogrill's commitment to offer the first 100 lower middle school students to log-on to the site the possibility of cultivating an apple tree.**

## **With the new corporate website [www.Autogrill.net](http://www.Autogrill.net) Autogrill launches the initiative "Adopt an apple tree in the Agritime orchard"**

Milan, 6<sup>th</sup> July 2001 - Today Autogrill introduced the new group website, [www.autogrill.net](http://www.autogrill.net), to the press that will be on-line as of Monday, 9 July. Autogrill's brand image and mission are reflected in both the site's theme, "take off with us ...on a trip in the world of Autogrill" and in the home page images. "Take off with us ...on a trip in the world of Autogrill" is the phrase that greets those who enter the site. At this point you can choose from one of 15 countries where Autogrill is present. You will then be sent to the linked country page (if you choose France, for example, you will be sent to [www.autogrill.fr](http://www.autogrill.fr) or if you choose the United States you will find yourself on [www.Hmshost.com](http://www.Hmshost.com)).

For those who would like to know more about Autogrill (company's profile, organization, strategies, history, news, financial-economic information) all you need to do is refer to the totem on the left hand side. Here there are four sections where clients, industry professionals, business partners, journalists, financial analysts, investors and the curious can explore the world's leading group in restaurant services for travelers.

In the Press & Investor Room the neediest financial analyst and investor will find all the information they need about Autogrill S.p.A., a company traded on the Milan Stock Exchange: the latest annual reports in their entirety, semester and quarterly reports, press release archive, along with a video clip that clearly illustrates the Autogrill reality and a system that allows for real time connections to press conferences and meetings.

An attentive creative study and an innovative graphic development make navigation both simple and intuitive. The site, with the exception of the flash video clips, was done entirely in html to facilitate the use of a CMS tool created expressly for Autogrill by KORA which allows for timely information and data updates.

On the home page there is a clickable "Adopt an apple tree and grow apples from a distance" banner. By clicking on the banner anyone can reach the Agritime site and adopt an apple tree for a modest fee. You can then follow your tree's progress and actively participate in the cultivation and



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make decisions, with the help of professionals, on what needs to be done (pruning, fertilizing, ecc) in order to have a guarantee of the quality of the end product. The apple tree, in fact, really exists on a farm with trained personnel to look after it.

**Autogrill will give an apple tree in adoption to the first one hundred elementary and middle schools that logon to the site [www.autogrill.net](http://www.autogrill.net):** In this way teachers and students will be able to grow and care for their apple tree via internet. Allowing students to understand agriculture and the related problems through the web is a perfect way to enrich the program for the 2001 - 2002 academic year. At the end of the season students will be able to reap the benefits of the harvest by visiting the Agritime orchards in Alto Adige. This offer is valid until 10 October, 2001: within that date all the participating schools will receive an e-mail confirmation of the adoption of each apple tree.

### **Autogrill Profile**

Born in 1977 from the merger of three major Italian brands present in the highway catering sector (Pavesi, Motta and Alemagna), Autogrill S.p.A. was acquired by Edizione Holding (Benetton family) in 1995 and in 1996 was listed on the Milan stock exchange.

Today Autogrill is the world leader in catering services for travelers, and No. 3 in modern restaurant services. Present in 16 countries in 4 continents with a staff of 44,000, it operates via over 4,000 outlets in some 900 locations in highway service areas, airports, railway stations, shopping centers, and cities.

Autogrill is present in Italy, France, Spain, Austria, Germany, Benelux, Greece and Switzerland and also holds a leading position in the USA, where over half of its sales revenues are generated. In 2000 total sales exceeded € 3 billion.

### **KORA Profile**

Born in 1996, KORA Multimedia Marketing is an Internet Solutions Company specializing in the management and development of Internet, Intranet and Extranet projects in accordance with the Three-Tier model (Presentation, Business Logic e Data Layer).

The company's mission is to provide applied New Media solutions.

KORA guarantees a complete and in-depth analysis of each project phase: from the initial planning activities, to the creative analysis, and architecture development.

### **Agritime Profile**

Created in August 2000 by a group of friends with very diverse backgrounds but united by a passion for sailing, Agritime S.r.l. seeks to concretize the idea of an e-commerce where production and commercialization are the product of a close collaboration between client and producer. Agritime has a dream: create a virtual global farm that allows net surfers to become virtual global "farmers" and cultivate different products all over the world.