



Press release

Media Relations

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Autogrill's new corporate website comes on line

New graphics and layout, 800 pages of content, over 2,000 dynamic elements, all geared to maximum usability and accessibility

Milan, 13th June 2006 - Autogrill's new website is now on line. www.autogrill.com has a new layout and graphics and has been upgraded in terms of structure and content to become one of the best ways to get to know the Company, right from the home page.

The re-design of the site, which used a "user centred" analysis method, was based on a preliminary study of the existing site, its navigation routes, hit statistics and international best practice. The aim was to give users full, updated and easy to use information. The site architecture was designed by applying the main accessibility and usability criteria.

In addition to the traditional 1st level menu – Group, Activities, Social responsibility, Investor Relations, Media – there is a target menu system geared to user categories to facilitate searching for information. After in-depth studies of the various needs of the Group's stakeholders, it was decided to extend the existing profiles (analysts, investors and journalists) to customers, landlords, suppliers, government agencies and other institutions and employees.

The completely redesigned *Investor Relations* section offers the financial community the following information:

- Group financial highlights, which can also be accessed interactively using an on-line tool enabling aggregate figures to be compared across different financial years;
- annual financial statements, also in an interactive version;
- interim reports;
- Autogrill share prices (real time and historical);
- presentations for analysts, which are also web-cast live.

The *Media* section contains:

- all press releases and an advanced search engine to consult them;
- a press review of the main newspaper and magazine articles world-wide, updated everyday;
- a generous photo gallery.

There is a special page in this section on events that the Group organizes on a local basis in the various countries where it operates.

Given the growing importance of sustainability, a Social Responsibility section was created.



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The site's layout is simple and uncluttered and uses the colours and fonts defined by Autogrill's Corporate Identity manual. A lightweight structure ensures easy access to over 800 pages (2,016 dynamic elements), also over modem and GPRS connections. The design is also geared to future use with palmtops and new generation mobile phones. And to guarantee effective display of web pages by all users, thorough testing was conducted using the main browsers (Internet Explorer 5.5 and subs., Mozilla 1, Netscape 7) at different resolutions.

Text can be displayed in three sizes so that people with sight problems can choose the one they find clearest.

Images are provided along with "alt text" attributes including text and other types of description enabling visually impaired users to access the site using special screen readers.

The new website also has a rich fund of dynamic and interactive elements. There is a map of all Autogrill's locations throughout the world, with a business channel and geographical region based search facility. All web pages feature useful links and a tool kit. In addition to the classic **Alerting** service, there is now **My Autogrill**, a tool for collecting and downloading web pages and documents of interest, and **RSS FEED**, an XML based content distribution system (still not very common in Italy) enabling users to receive Autogrill press releases on their computers as soon as they come out.