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## **ENEL LAUNCHES ITALY'S FIRST LOYALTY OFFER IN THE GAS SECTOR**

*Enel Gas Accendipremi ("Switch on the Prizes") offer to all clients begins Monday*

**Milano, October 10, 2003** – Italy's first loyalty scheme in the gas sector begins on Monday. Enel Gas is the first company in the sector to offer a structured and innovative program rewarding customers' loyalty. Enel Gas was born a little under a year ago from the amalgamation of about 30 companies Enel had acquired. It counts about 1.8 million customers and sales of 4 billion cubic meters of gas. It is the second biggest gas company in Italy and aims to double the number of clients and volumes sold by 2007.

With "Accendipremi" – that is the initiative's name – Enel Gas's customers will be able to collect points that can be converted in prizes chosen from a special catalogue, or, alternately, into free cubic meters of gas.

Enel Gas customers will be able to obtain points in a number of ways: according to the amount of gas consumed, the period of loyalty to the company, the use of the Internet in the management of one's account, or direct bill payment from bank and postal accounts. In addition, points can be earned by buying products from Wind, Lloyd Adriatico, and Pirelli where Enel Gas has co-marketing agreements.

Enel Gas has also struck agreements with other companies - such as Alitalia, CartaSi, Mondadori, Viaggi del Ventaglio, Coin, Prenatal - where customers can use their points to obtain discounts and other benefits. Enel Gas points can also be used in other loyalty programs.

Beginning Monday, October 13, Enel Gas customers will receive a "welcome pack" containing, among other things, the card and a welcome letter with instructions on how to participate in the promotion and begin accumulating points immediately.

Customers can also join via [www.enelgas.it](http://www.enelgas.it), where the catalogue is available and bonus points will be earned by using the online services.

The Loyalty project is part of a strategy aimed at offering gas customers a series of services that will fully satisfy their needs. To this end, customer service is being reinforced, through Contact Centers, and special Enel Gas corners will be installed in outlets authorized for the management of gas contracts.

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