

MEDIA RELATIONS

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ENEL CELEBRATES 150 YEARS OF ITALIAN UNITY

- *The Company's initiatives in celebration of the anniversary highlight Enel's role in the nation's economic, industrial and social development, with an eye towards the future.*
- *A special spot set to air March 17th recalling the pride of being Italian.*

Rome, March 16th, 2011 - The story of electricity and Enel's history are a part of and follow that of Italy's 150-year history.

The nationalization of the electricity industry made it possible to bring electricity to every corner of the country. The establishment of an electricity distribution network was a key factor in the birth of those small and medium-sized companies that are the backbone of Italy.

Since 1962, Enel's mission has been to deliver electricity to households and businesses at competitive prices and in an environmentally-friendly way.

As evidence of Enel's role in the economic, industrial and social development of the country, and to promote greater cross-generational understanding and dialogue, the Company is at the forefront of the celebration of the **150th anniversary of Italian Unification**, with a series of events recalling Italian history and pride, and focusing in innovation to ensure a sustainable future.

Enel will fly the Italian flag at its main offices in Italy starting March 16th.

Enel has also made a spot entitled **"Talking to Italy"**, dedicated to the 150th anniversary of Italian Unification, that will air just on March 17th on several general-interest TV channels. Celebrating the energy of Italians and pride in their timeless virtues, the spot urges us to have faith in our country, spreading a feeling of optimism. The ad campaign will also have a special edition airing on March 17th.

Enel is also involved in the celebrations with its **Historical Archives**. To mark the occasion, several special openings of the Historical Archives are planned for the weekend of March 17th, the week of April 11th-17th (part of the Culture Week celebration sponsored by the Ministry of Culture) and the weekend of June 2nd, with the exhibition **"From its origins to the development of electricity: the enlightened country"** marking the key stages of the evolution of electricity in Italy, with particular emphasis on documents on the lighting of the major cities.

Enel will have a space at the **"Copyright Italy – Patents, Trademarks and Products (1948-1970)"** exhibition to be held at the Central State Archives in Rome from March

24th to June 30th, 2011. The Company's exhibition space, entitled **"United by light"** will retrace the history of our country's electricity network, using documents and artifacts from the Historical Archives, and will tell how electricity helped to unify the country by bringing electricity to all, changing the lifestyles of Italians and developing an energy-efficient culture over time.

Enel will also have exhibition space at the **"Regions and stories of Italy"** show, running from April 2nd to July 3rd, 2011 at the Palazzo di Giustizia in Rome. The exhibition will follow the story of Enel starting with its origins as an heir to the old electricity companies, Enel's establishment as a public entity, its transformation into a private entity and corporation, its international expansion and new sustainable technologies. Enel will provide documents and original materials from its Archives and Historical Museum, such as a model of Volta's battery, the 1880 electrostatic generator and other artifacts of the era, such as the Pelton wheel from the Acquoria plant dating to 1910, and models of new projects, such as *Diamonte* and the Archimedes mirror. The exhibition will be split with other venues including the Vittoriano, Valle Giulia and Castel Sant'Angelo.

On March 16th, Enel Sole will light up **Florence's** city hall, Palazzo della Prefettura, as part of "Tricolor" night organized by the Municipality of Florence and by the Prefecture.

Starting March 16th, the site www.enel.it will contain a special section devoted to the 150th anniversary of Italian Unification, with articles and insights on all of Enel's initiatives related to the event. The section is also home to the **"Fragments of History"** project that recounts the history of our country through the story of Enel, with analysis of topics, interviews with players past and present, and reflections of historians, economists and sociologists, the videos recounting the life of the company will be relaunched through Enel's social network channels, in line with the editorial plant of "Fragments of History".

Even Enel's employees will be continually reminded about the 150th anniversary through corporate intranet tools, web TV and the in-house publication *Enel Insieme* and through initiatives and features that tell about the history of Italy, curious facts about and the origins of the Italian flag, Mameli's anthem, our national borders, our language and the stories of the Italian scientists, researchers and industrialists who contributed to the development of the electricity industry.