



PRESS RELEASE

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ENEL DISTRIBUZIONE CHANGES NAME TO E-DISTRIBUZIONE

On June 30th the new name will take effect, accompanied by an advertising campaign on air as from June 27th

Rome, June 24th, 2016 – On June 30th, Enel Distribuzione, the Group company that operates the Italian electricity distribution grid, will change its name to “**e-distribuzione**”.

The change, which discharges the obligation established in Resolution 296 of June 2015 issued by the Italian Authority for Electricity, Gas and the Water System, is part of a broader context inspired by the new "Enel Open Power" vision that in the last few months has marked a far-reaching process of renewal throughout the Group.

In this new environment, the Enel Group Italian distribution company is therefore changing its name, taking on a new and modern identity for its business, while maintaining continuity with the past. The objective is to invest in developing and digitising the grid, install the new electronic meter and transport power on the network, ensuring the connection of customers and generators.

The company, which has a comprehensive presence in **7,550 municipalities** throughout the country, operates more than **1.1 million km of power lines** and distributes **240 TWh** of electricity per year to **32 million customers** on its grid, will continue every day to pursue its commitment in the "service of the country", ensuring the "security and quality of electricity services" and the "continuity and reliability" of electricity supply, while earning the "recognition and trust" of the company's people by all Italians.

On July 1st, the new name **e-distribuzione** will be inserted in the official communications of the company, on its website and in web portals. As from June 27th, an advertising campaign for the new name, created by Saatchi & Saatchi and planned by Mindshare, will go "on air" in the print, radio and web media and on billboards.

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