

**PRESS RELEASE****PRYSMIAN AWARDED € 223 MILLION CONTRACT TO SUPPLY FIBRE CABLES FOR THE DEVELOPMENT OF THE AUSTRALIAN NATIONAL BROADBAND NETWORK (NBN)****THE GROUP WILL INVEST € 9.7 MILLION (AUD13 MILLION) IN THE NEXT 5 YEARS IN ADDITIONAL PLANT AND EQUIPMENT TO MANUFACTURE SPECIALISED "RIBBON" CABLES IN AUSTRALIA**

17 January 2011 – Prysmian Cables & Systems, a world leader in the energy and telecommunications cables industry, has been awarded a major contract by NBN Co Limited for the supply of fibre cables to the Australian National Broadband Network (NBN).

Total value of the contract, which has been secured by Prysmian Cables & Systems Australia Ltd., is up to AUD300 million (€223 million) over five years, with an initial purchase order of AUD150 million (€112 million).

With this agreement, Prysmian will become a major fibre cable supplier to the national broadband network, and will provide a wide range of ribbon and multi-fibre communication cables including termite resistant, rodent-proof and high strength cables.

In order to enhance its Australian-based manufacturing and assembly capacity, Prysmian will invest 9.7 € million in the next 5 years in additional plant and equipment to manufacture the specialised cables at its manufacturing facility in Dee Why, Australia, expanding its operations as part of a commitment to source in Australia approximately 80 per cent of the value of its contract with NBN Co. It will also localise the manufacture of all rodent-proof and high strength cables. Through this deal NBN Co has secured a commitment to increased local manufacturing over a two-year ramping-up period, and to recruitment and training activities to help fulfil the local sourcing requirement.

The Australian Government, recognising that fast broadband can be an economic benefit to the nation, is investing in the creation of a Fibre to the Premise network that will connect 93% of Australia's residential and business premises with fibre. Of particular importance is the inclusion of regional areas to ensure all Australians have access to the benefits of the network.

Through its partnership with NBN Co, Prysmian is helping the Australian Government achieve its vision of a next generation broadband network, and will be an integral part of the largest national building infrastructure project in Australia's history.

Present in Australia since 1975, Prysmian counts almost 500 employees in the region and two manufacturing facilities in Dee Why and Liverpool NSW, and it is the only company in Australia and New Zealand producing a full range of communication cables and associated connectivity systems including optical fibre, Sirocco Blown Fibre systems, FTTP (Fibre To The Premises) solutions, metallic and premises/data cables.

Within the Telecom sector the Prysmian Group operates multiple production facilities worldwide and supplies a comprehensive portfolio including: Optical Fibre, Optical Cable, Sirocco Blown Fibre System, FTTx Solutions such as VertiCasa and QUICKDR@W, Connectivity Products, Copper Cable and Premises/Data Cables. A strong focus on Research and Development ensures constant innovation and the continuous introduction of new products in line with the ever changing needs of the telecoms market. Prysmian offers a complete service from system design through to production and technical support of commissioned cable networks with planning and logistics being key to the operation.

Prysmian has become the partner of choice for companies such as Bharti Airtel, British Telecom, France Telecom, Telefonica, Verizon, Vodafone and Telstra.

**PRYSMIAN**

*A leading player in the industry of high-technology cables and systems for energy and telecommunications, the Prysmian Group is a truly global company with sales in excess of € 3.7 billion in 2009 and a strong position in higher value-added market segments. With its two businesses, Energy Cables & Systems (submarine and underground cables for power transmission and distribution, for industrial applications and for the distribution of electricity to residential and commercial buildings) and Telecom Cables & Systems (optical cables and fibres and copper cables for video, data and voice transmission), Prysmian boasts a global presence with subsidiaries in 39 countries, 56 plants in 24 countries, 7 Research & Development Centres in Europe, USA and South America, and around 12,000 employees. Specialising in the development of products and services designed to customer customers' specific requirements, Prysmian's key strengths include: a focus on Research & Development, the capacity to innovate products and production processes, and the use of advanced proprietary technologies. Prysmian is listed on the Milan Stock Exchange in the Blue Chip index.*

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