



CREMONINI GROUP: the e-commerce site www.quintastagione.it, dedicated to on-line sales of ice creams, frozen products and ready-to-eat meals, opens on 7 June.

Home delivery within 48 hours from order through the Quinta Stagione distribution network and cash on delivery payment.

The opening of www.quintastagione.it, the Cremonini Group e-commerce site dedicated to on-line sales of ice creams, frozen products and ready-to-eat meals, is set for 7 June.

Consumers will be able to buy about 200 “Quinta Stagione” products on the Internet and receive them at home within 48 hours from order. Islandia S.p.A., a Cremonini Group company, has been active in the “door-to-door” distribution sector with the “Quinta Stagione” brand since 1986.

Product distribution will be through the Islandia network – 420 employees and 320 refrigerated vehicles currently serving over 200,000 customers - while to guarantee transaction safety payment for the goods will be cash on delivery.

The www.quintastagione.it site, created by NetVision of Milan, is quick and easy to use: The home page presents the characteristics of the service and range of products, subdivided into eight gastronomic categories: Ice Creams, Pizzas & Snacks, First Courses, Fish, Meat, Vegetables, Pastries and, an absolute novelty for the frozen food sector, Biological Products.

This offer is also segmented according to preparation times (“Ready quickly”), cooking method (“For microwave”), consumer age (“For children”), packaging (“Products in portions”) and product novelties. The index also shows the promotions and recipes for each speciality.

The user can fill a “virtual shopping trolley” by buying each product in the quantities required, having had the opportunity to see on-line photographs, prices, nutritional information and recipes.

New site users are requested to provide their Postal Code to identify that the delivery area is covered by the service, which currently is available in northern Italy and will be extended to the whole country in the medium period. Having once completed a form with personal information, the user will log on with a Username and personal Password for subsequent connection to the site.

Based on an agreement signed last February, the www.quintastagione.it site is located within the “Shopping” section of MSN.it, the Microsoft consumer portal, utilizing the “Microsoft Passport” authentication service for on-line shops. In addition, the agreement provides for a joint Cremonini-Microsoft market research on the usage of the computer and Internet by Italian families.

Cremonini, which has over 3,500 employees, is one of the largest food groups in Europe, focusing on three integrated business areas: production, distribution and restaurant activities.

The Group is Italy’s absolute leader in the production of beef and meat-based transformed products and in food distribution to the catering industry. It has, moreover, a major presence in the

restaurant industry and, in particular, leadership in Italy in the provision of restaurant services on-board trains and at railway stations.

The 1999 consolidated revenues showed growth of 26%, with respect to 1998, increasing to Lire 2,544 billion (Euro 1.314 million), while the net consolidated profit was equal to Lire 30 billion (Euro 15.49 million), up by 23%.

Islandia S.p.A. is the third Italian operator in the sector of home distribution of ice creams, frozen foods and ready-to-eat meals and achieved a 1999 turnover of Lire 36 billion (Euro 18.6 million).