

## Press information

### **PRYSMIAN TO EXPAND OPTICAL FIBER PORTFOLIO AT FTTH CONFERENCE AND EXPO IN NASHVILLE**

**LEXINGTON, S.C. (September 17, 2008)** – Prysmian Telecom Cables and Systems, a major supplier of a broad portfolio of optical fiber solutions across the North American market, will unveil several new products at the Fiber-to-the-Home (FTTH) Conference and Expo in Nashville from September 21-25 as it looks to build on its existing successes across North America.

Prysmian, whose North American headquarters and local optical cables factory is based in Lexington, S.C., supplies most of the leading carriers in the United States and Canada – with a particular focus on local access and last mile applications.

“We have a long and proud history of achievement and innovation in this market, and visitors to our stand will see the latest examples of our ongoing commitment to delivering the solutions that the market is looking for,” said Brian DiLascia, Vice President – North America. “As members of the FTTH council since 2001, I’m particularly pleased to unveil these exciting new products at the FTTH Conference. We are expecting a lot of interest, particularly since our newest products are focused on the MDU (Multiple Dwelling Unit) space. This is an area that requires product innovation and a complete end-to-end solution due to the unique challenges of the installation environment.”

Prysmian comes to the FTTH Conference and Expo on the back of another huge success in the fiber market – the announcement that it has reached the one million installed fiber km mark for its Sirocco®, Blown Fiber System.

Visit Prysmian at the FTTH Conference and Expo at stand 704.

#### **PRYSMIAN**

*A leading player in the industry of high-technology cables and systems for energy and telecommunication, the Prysmian Group is a truly global company with sales exceeding 5 billion euro in 2006 and a strong position in higher-added value 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 fibers and copper cables for video, data and voice transmission), Prysmian boasts a global presence with subsidiaries in 36 countries, 54 plants in 21 countries, 7 Research & Development Centers in Europe, USA and South America, and over 12,000 employees. Specializing in the development of products and systems designed to meet clients' specific requirements, Prysmian's key strengths include: a focus on Research & Development, the capacity to innovative on products and production processes, and the use of advanced proprietary technologies. Prysmian is listed on the Milan Stock Exchange Blue Chip index.*

#### **For further information:**

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