

**PRYSMIAN, 300 KM OF HIGH-PERFORMANCE CABLES FOR THE ISOZAKI TOWER IN CITYLIFE MILAN**

**FROM THE BURJ KHALIFA IN DUBAI TO 350 KM OF CABLES FOR THE SHARD IN LONDON, PRYSMIAN HAS CABLED SOME OF THE WORLD'S MOST INNOVATIVE WORKS OF ARCHITECTURE.**

**THE GROUP IS LEADER IN ECO-FRIENDLY FIRE-SAFETY POWER CABLES**

Milan, 28-06-2013. Prysmian Group, world leader in the energy and telecom cables and systems industry, has been awarded a contract to supply 300 km of eco-friendly, special fire-safety cables for power distribution within the Isozaki Tower under construction in Milan's futuristic new CityLife district.

The contract, awarded by Elettromeccanica-Galli of the Eiffage Group, one of the top European players in civil engineering and public works, confirms Prysmian's leadership in cables for the construction industry. "Prysmian Group has been involved in this important and symbolic project, a candidate to become one of the iconic images of Expo 2015, thanks to its technical competence, quality, and above all ability to provide customised, high-performance solutions," says Stefano Bulletti, CEO of Prysmian Italy.

The contract involves supplying 300 km of low and medium voltage cables from the Afumex range: Afumex 750, Afumex 1000 Amico and RF 31-22. Manufactured in compliance with the IEC 60332-3-4 and EN 50266-2-4 fire testing norms and drawing heavily on European environmental management standards (ISO 14000), Afumex cables combine reduced flame spread with very low emission of irritant and corrosive gases, ensuring more time for possible evacuation of buildings and facilitating the work of rescue teams.

Designed by Japanese architect Arata Isozaki, the eponymous Tower will exceed 200 metres in height to become one of Italy's tallest buildings. The Isozaki Tower is one of the architectural symbols of CityLife and Expo 2015, and will accommodate up to 3,800 people over an area of some 53,000 sqm.

In line with its strategy of focusing on high-tech businesses and products, Prysmian Group has developed a complete range of high-performance fire-safety cables for the infrastructure sector, which it has installed in many prestigious buildings around the world where safety is a critical requirement. Among the particularly notable installations are: the Burj Khalifa in Dubai, the world's tallest building, the Guggenheim Museum in Bilbao, the Drax Power Station in the United Kingdom, the world's largest renewable energy project using biomass fuel, the Shard in London, the tallest building in Western Europe, and the Marina Bay Sands in Singapore, one of the most innovative architectural projects ever undertaken.

**Prysmian Group**

Prysmian Group is world leader in the energy and telecom cables and systems industry. With over 130 years of experience, sales of some €8 billion in 2012, about 20,000 employees across 50 countries and 91 plants, the Group is strongly positioned in high-tech markets and offers the widest range of products, services, technologies and know-how. In the Energy sector, Prysmian Group operates in the business of underground and submarine power transmission cables and systems, special cables for applications in many different industrial sectors and medium and low voltage cables for the construction and infrastructure industry. In the Telecom sector, the Group manufactures cables and accessories for the voice, video and data transmission industry, offering a complete range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Milan Stock Exchange in the FTSE MIB index.

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