

NOTA DE PRENSA

PRESS RELEASE

Madrid, 5th October 2010

TELEFÓNICA AND FERRAN ADRIÀ SIGN AN ALLIANCE TO TURN THE NEW “EL BULLI” INTO THE MOST CREATIVE AND INNOVATIVE LAB IN THE WORLD

- **The universally acclaimed chef will be the best Ambassador of the Telefónica brand during the next four years.**
- **The Spanish world’s leading telecommunication company and Adrià will work together in some of the world’s major cities to develop multiple activities based on transforming opportunities into reality via innovation, creativity and the new technologies.**

Madrid, October 5th, 2010 - Telefónica and Ferran Adrià today announce a 4-year agreement to enhance the values shared by both parties: vision, passion, talent and commitment, which are based upon the mutual belief that it is possible “to turn opportunities into reality”.

The agreement will incorporate a series of activities taking place in some of the world’s major cities, including: Miami, New York, London, Buenos Aires, Berlin, Mexico, Madrid and Barcelona. These will involve creativity training courses; meetings with executives and clients; and conferences including a strong technological and innovative component, in both content and form.

One of the most spectacular activities as part of this agreement will be Telefónica’s support in the transformation of “El Bulli”, Adrià’s restaurant in the Costa Brava, which will reopen its doors in 2014 transformed into a totally different space. “El Bulli” was rated the world’s best restaurant between 2004 and 2009 and Adrià recently announced his intention to close it for two years and transform it into a unique “laboratory”, which will become an international landmark and a continuing source of inspiration for creative and innovative people.

During the signing of the agreement, Ferran Adrià said: “the idea is to transform, once and for all, the relationship between creativity and society through the use of new technologies, which will facilitate sharing the progress made and day-to-day achievements as they happen. An intellectual challenge in which having

a partner like Telefónica is nothing short of essential”.

As part of the collaboration, Telefónica, the largest international integrated telecommunications company by number of accesses relies on the internationally recognised talent of Ferran Adrià, the world’s most influential chef, to carry its brand image in strategic markets and help strengthen relationships with key audiences. Adrià will become the best-known Ambassador of the Telefónica brand, worldwide.

In the words of Luis Abril, General Technical Secretary of the Chairman’s Office; “this agreement will allow us to make the new ‘Bulli’ into the best creative laboratory in the world, combining innovation and new technologies in communications and knowledge “. “Telefónica and Ferran Adrià”, added Luis Abril, “are both visionaries, leaders in their respective fields. They have both proven their capacity and willingness to act, to move from the realms of possibility and imagination into something tangible and real, as real as the alliance that we are now forging”.

In conclusion, this will be a fruitful alliance for both parties. One in which the shared values of vision, passion, talent and commitment are united in order to pursue the revolutionary idea of transforming the future through innovation, creativity and the new communication technologies. An alliance that begins today and which may continue in the future covering many other areas of cooperation, beyond the four years laid down in this agreement.