

*Press Release*

## WITH UNIPOL FOR A FREE LAND THE RESULTS OF 'ONE EURO PER POLICY' PRESENTED IN NAPLES

**Over €432K allocated to the 'Libera Terra' cooperatives in three years  
The sum of €157K collected in 2008 will go to the new  
'Le Terre di Don Pepe Diana – Libera Terra Campania' cooperative which will produce  
'lawful mozzarella cheeses' on lands confiscated from the Casalesi clan**

The results of the **'One euro per policy, with Unipol for a Free Land'** initiative were presented in Naples today on **Friday, 20 March 2009**, during a public meeting at the Chamber of Commerce, chaired by **Wanda Spoto**, Chair of Legacoop Campania, in which **Pierluigi Stefanini**, Chairman of Unipol Gruppo Finanziario and Fondazione Unipolis, **Don Luigi Ciotti**, Chairman of Libera, **Francesco Saporito**, Chairman of Associazione Agenti Unipol, **Gianpiero Calzolari**, Chairman of Agenzia Cooperare con Libera Terra and **Mauro Baldascino**, Verso la Cooperativa 'Le Terre di Don Pepe Diana' took part. **Antonio Valiante**, Vice-Chairman of the Campania Regional Council, played host.

In 2008, for the third year running, **Unipol decided to allocate to Libera €1 for every policy signed, €157K in total**, within the context of the existing agreements with Partner Organisations (CGIL, CSIL, UIL, CNA, CIA, Legacoop, Confesercenti) and with other bodies such as Arci and Sunia, in support of the 'Libera Terra' (Free Land) projects for reusing property confiscated from the Mafias. During the last three years, thanks to this initiative, Unipol has allocated **over €432K** to the cooperatives set up in Sicily, Calabria, Puglia and now in Campania, in the municipalities of Castel Volturno and Cancellò and Arnone, in support of the Verso la Cooperativa 'Le Terre di Don Pepe Diana – Libera Terra Campania' project for rearing female buffaloes and constructing a plant to produce mozzarella cheese. The Unipol Group's commitment was further made concrete in its financial backing in the creation of the Calcestruzzi Ericina Cooperative, in the province of Trapani, which has made it possible to recover a production site and restore work and hope to so many workers.

With today's meeting in Naples, being held significantly on the eve of the **14th Memorial Day in Remembrance of the Victims of the Mafias**, which will culminate in tomorrow's big demonstration, **Unipol and Fondazione Unipolis** will reassert their solid commitment alongside **Libera** and everyone fighting for the rule of law and justice, but also for employment, development and safety. **This commitment by Unipol will also continue throughout 2009**: the 'one euro per policy' initiative has been extended not only to the insurance business but also to current accounts opened with **UGF Banca**, the Group's bank.

*«We believe that helping Libera and the young people who, together as a cooperative, are dedicated to recovering the lands and property confiscated from members of the Mafia is absolutely a civil duty. Like them, we feel justified in our action»*, asserted **Pierluigi Stefanini**, Chairman of UGF and Unipolis: *«we are grateful to Don Ciotti and to all Libera's friends for their extraordinary and generous dedication to the arduous but essential battle to assert the culture of the rule of law and of rights, for honest work and sound development in areas of the country so hard hit by criminal violence, discrimination and abuse»*. For his part, **Mr. Luigi Ciotti** wanted to thank Unipol and Fondazione Unipolis for their help. *«On behalf of all 1,300 associations which make up Libera, I am pleased that, for years now, the Unipol Group has supported and stood alongside Libera and Libera Terra and contributes to adding even more value to everything positive that our society stands for. It shows that Italy does not give up, that it fights and is committed to affirming freedom and dignity for all, knowing that hope is founded on the big picture and on the contribution of everyone»*.

Naples, 20 March 2009

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