



## **The Company announces senior executive changes: Entel continues advances in a new organizational structure to respond to fixed and mobile service convergence**

- **Entel's Board of Directors named current Chief Executive Officer Mr. Richard Buchi as Executive Vice President of Grupo Entel; in addition, Mr. Antonio Buchi, currently General Manager of Chile Wireline, will assume the Chief Executive Officer position at Entel S.A, as well as its affiliate Entel PCS. Both appointments are effective March 1, 2011.**

Santiago, Chile – January 19, 2011 – Empresa Nacional de Telecomunicaciones S.A. (Bolsa de Comercio de Santiago: ENTEL) (“the Company” or “Entel”) announced future changes to the Company’s organizational structure.

In February 2010, the Company unified its brand, and in November 2010, retained an international consultant to undertake a study of the Entel Group. The goal of this study was to seek ways to advance as an organization, not only to better respond to new challenges regarding the evolution of technology, competition and the growing convergence of the fixed, mobile and information technology businesses, but also to leverage the opportunities that these represent.

To implement this new organization, the Board of Directors has named current Chief Executive Officer, Mr. Richard Buchi as Executive Vice President of Grupo Entel. In addition, Mr. Antonio Buchi, currently General Manager of Chile Wireline, was named Chief Executive Officer of Entel S.A., as well as its affiliate Entel PCS. These two appointments are effective March 1, 2011.

Mr. Antonio Buchi holds a Civil Engineering Degree from the Universidad Catolica, as well as a Masters in Economics from the University of Chicago. During his career, Mr. Buchi has performed various roles, such as financial, planning and general manager of the electric company Central Puerto in Argentina. At Entel, Mr. Buchi has performed various roles in the past 11 years, including planning and new business manager, and since 2005, he has been the General Manager of Chile Wireline.

Grupo Entel’s lead executive, Mr. Richard Buchi stated, “This is not a fusion between Entel and its mobile affiliate, but rather a change in the manner of organization to be able to offer integrated solutions for each client segment. Entel holds a privileged position in the market, with strong market

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### *IR Contacts in Santiago, Chile:*

Carmen Luz De La Cerda, Investor Relations Officer  
Mauricio Seguel, Investor Relations Analyst  
**Entel S.A.**  
Tel: (562) 360-3176/2036  
[cdelacerda@entel.cl](mailto:cdelacerda@entel.cl) / [miseguel@entel.cl](mailto:miseguel@entel.cl)

### *In New York, USA*

Rafael Borja  
Peter Majeski  
**i-advize Corporate Communications, Inc.**  
Tel: (212) 406-3693  
[entel@i-advize.com](mailto:entel@i-advize.com)

share and solid finances. However, it is always possible to improve our capacities, and this is an important step in that sense”.

Mr. Richard Buchi recognizes the special work and performance of Entel PCS's Chief Executive Officer, Mr. Hernán Marió, who as a result of this change will continue to assist the Executive Vice President.

This new organization will be implemented during the course of 2011. Mr. Felipe Ureta will continue his role as Chief Financial Officer, while the legal team will continue to be managed by Mr. Cristián Maturana. Furthermore, three new management areas will be created during the first half of the year to serve the different client segments: the Retail Market, the SME Market and the Corporate Market. These remain under the guidance of Mr. José Luis Poch (currently Manager of Marketing and Development within the mobile business), Mr. Mario Núñez (currently Manager of Sales within the mobile business) and Mr. Julian San Martín (Vice President of Corporate Business at Chile Wireline), respectively. Finally, the technical areas will remain grouped under the manager of technology and operations, which is managed by the current Vice President of Commercial in Chile Wireline, Mr. Alfredo Parot.

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This document contains certain “forward-looking statements” which are based on management's expectations as well as on a number of assumptions concerning future events resulting from currently available information. Readers are cautioned not to put undue reliance on such forward-looking statements, which are not a guarantee of performance and are subject to a number of uncertainties and other factors, many of which are out of Entel's control, which could cause actual results to materially differ from such statements.