



FOR SECOND YEAR RUNNING EXCLUSIVE COVERAGE OF THE CHAMPIONS OF CERVIA ON VODAFONE CELL PHONES

Video and Chat on Vodafone live! with the stars of the show

Milan, September 7, 2005 – For the second year running Vodafone Italia is a partner of Italia 1's reality show, "*Champions, the dream*". As a result the team has been renamed Vodafone Cervia.

From September 10, "*Champions, the dream*" will follow Vodafone Cervia, coached by Ciccio Graziani and made up of a group of promising young players, as they play in the Serie D championship.

Vodafone Italia customers will have exclusive access to a range of mobile services, enabling them to follow daily coverage of training sessions and go behind the scenes into the team's changing room and the residence used by the players.

Live!TV will also offer a special section providing live access of the games played by Vodafone Cervia, daily highlights taken from TV coverage and video clips with the day's main news. The latter is available at a cost of €1 each.

Vodafone live! will also offer exclusive information with photos of the players, pictures, updated league tables and the opportunity to download the title music as a ringtone for €2.

Once a week, the **chat** service will offer the chance to talk to one of the Vodafone Cervia stars.

Customers of mobile operators can vote for their favourite participant by sending an SMS to 48422 (€1 per SMS) with the player's squad number or his surname. It will also be possible to send in comments via SMS during live games to the number 48430.