

***DESPERATE HOUSEWIVES* PREMIERES ON
VODAFONE LIVE!**

PREVIEWS AND SUMMARIES FOR EACH EPISODE OF THE HIT TV
SERIES

Milan, 20 September 2005 – ‘*Desperate Housewives - I Segreti di Wisteria Lane*’, the Golden Globe® and Emmy®-winning hit TV series that has enthralled audiences worldwide arrives on **Vodafone live!** across Italy. This is the first time that mobile video content from the series has been licensed by The Walt Disney Company in Europe.

Available simultaneously with the TV show’s broadcast on Rai Due, Vodafone users will be able to enjoy previews, recaps, cast interviews, wallpapers and the unique soundtrack of their favorite series directly on their mobile.

Following a licensing agreement between Vodafone Italia, Buena Vista International Television and Walt Disney Internet Group, ‘Desperate Housewives’ fans can stay ahead and tune into exclusive previews up to a week before the episode is aired via the Vodafone live! portal.

The agreement will also allow fans to catch up on any episodes the miss, as Vodafone live! users will be able to enjoy weekly recaps of the most significant moments from episodes previously aired on Rai Due.

In addition, interviews with the ‘Desperate Housewives’ cast talking about their experiences on the series will be available on Vodafone live! in the next few weeks.

The Vodafone live! portal is also offering downloadable wallpapers of the ‘Desperate Housewives’ cast including beautiful images of *Marcia Cross*, *Teri Hatcher*, *Felicity Huffman*, *Eva Longoria*, *Nicollette Sheridan* and *Brenda Strong*.

Finally, for fans that would like to personalize their mobile phone, the official ‘Desperate Housewives’ ringtone, featuring the series soundtrack will also be available to download. 2