

THE BEST OF *DEEJAY CHIAMA ITALIA* ON VODAFONE LIVE! MOBILE PHONES

Milan, May 22, 2006 – The best of ***Deejay Chiama Italia*** (**Deejay Calls Italy**) on **Vodafone live!** Thanks to the partnership with Radio Deejay, Vodafone live! customers can see and hear the best of Italy's most popular radio programme presented by Linus and Nicola Savino directly on their UMTS mobile phones.

Just link up to the **Vodafone live!** portal and enter the **deejay.it** site from the **Live! Music** area to download the videos of the latest episode and a wide range of extracts from the programme broadcast every morning simultaneously on the radio, Deejay TV, All Music and Deejay.it.

Every day a selection of the best conversations, jokes and "behind the scenes" gossip from Italy's two best-loved radio DJs are available on **Vodafone live!** And if you've missed out on an episode, a complete archive is available with all the videos broadcast in the past.

This initiative shows just how **Vodafone Italia's** partnership with **L'Espresso Group** regarding content for **Vodafone live!** is constantly expanding. *Deejay Chiama Italia* is a new addition after *RepubblicaRadioTv*, which enables customers to download highlights from the programme presented by Paolo Garimberti on to their UMTS mobiles, *Repubblica.it*, consisting of news, articles on the main events of the day and sections taking a closer look at financial issues, science and technology and society and gossip, as well as Fantasy Football, the game customers can play directly from their Vodafone live! mobile phone.