

**BIG BROTHER ON VODAFONE LIVE!
24-HOUR LIVE BROADCAST ON LIVE! TV**

Milan, 17 January 2007 – Vodafone customers who are Big Brother fans are being offered the opportunity of round-the-clock coverage of the seventh series of Big Brother, due to begin on Thursday 18 January 2007.

Vodafone and Mediaset are presenting a channel entirely devoted to Big Brother 7 in the live! TV section with a live stream from Italy's most spied-on house, to be available 24 hours a day for every one of the 92 days of "confinement". Vodafone customers can share in the protagonists' affairs, passions and quarrels for €1.50 a day.

Customers can access the BB7 Mediaset website from the Vodafone live! portal to download videos featuring the most exciting events from the Big Brother house, personalise their mobiles with special wallpapers, be kept up-to-date on all the news concerning the house's new "tenants" and consult information on all the participants in the reality show presented by Alessia Marcuzzi and Marco Liorni.