



**Eni and Vodafone Italia enter the world of lake sailing**

## **The Eni - Vodafone Circuit is born**

### ***“Great Garda Classics”***

*Milan, 23 February 2007* – For the first time ever **Eni** and **Vodafone Italia**, both leaders in the telecommunications and energy market, look to the sailing world as a means of communication. The decision to play a role in Lake Garda’s historic regattas is due to strategic reasons and to the companies’ interest in local events, in an area where both have plans for growth and investment.

The **Eni – Vodafone Circuit “Great Garda Classics”**, established through an extensive partnership agreement with the Gargnano, Salò and Desenzano sailing clubs, is destined to become Lake Garda’s Super Cup. The Circuit includes the Trofeo Tridentina, the Gentlemen’s Cup, the Salò Sail Meeting, the Trofeo Gorla and the historic Centomiglia (now in its 57th year, a record in Italy) as well as a grand final.

Eni and Vodafone Italia, besides giving their name to the circuit of Lake Garda’s principal regattas, will also be the main sponsors of the Gargnano, Salò and Desenzano Sailing Clubs and their logos will feature beside those of the clubs. During the regattas, the two companies will also set up personalised stands to distribute gadgets and present new offers. Vodafone and Eni will also take advantage of the occasion to organise training events and entertainment for their business customers and staff.

The entry into the sailing world of two major companies such as Vodafone and Eni increases the visibility of the Lake Garda regattas. New events include the opportunity to watch the Centomiglia race live on giant screens set up in the squares of Gargnano and Desenzano, while during other regattas the same giant screens will show historic sailing events.

On this occasion Vodafone offers everyone, independently of their operator, a free information service via SMS for constant updates on the latest news of the regattas and connected events during the entire sailing season. The service has already been activated. To register, just send an SMS to the number 340 4399 021 containing the text "Circuit". During the races, the same service will serve to send the timing to the crews in real time.