

Follow Champions League final on your Vodafone cell phone

Liverpool-Milan live on Vodafone SKY TV!

Milan, 22 May 2007 - Vodafone, an official sponsor of the UEFA Champions League, will offer live coverage of tomorrow's eagerly awaited match between Liverpool and Milan in Athens on its DVB-H cell phones.

From 8.45pm it will be possible to follow the Champions League final directly on Vodafone SKY TV, the mobile digital television service (DVB-H, Digital Video Broadcast - Handheld) created to offer the best SKY programmes on Vodafone handsets. The *SKY Calcio* channel will broadcast the match live right from the kick-off, in order not to miss any of the action from the most eagerly awaited game of the season.

Moreover, thanks to the *Diretta Partite* service, available on the Vodafone live! site, all Vodafone customers will be able to view pictures and videos of the goals and match highlights and experience the thrills of the game in real time, just like one of the over 60,000 fans at the Olympic Stadium in Athens. At the end of the match, video highlights will be available with the original commentary on the match.

Vodafone SKY TV's football content, including live coverage of the UEFA Champions League, are being offered free until 30 June 2007. Access to the *Diretta Partite* service costs €0.50 a day, whilst the video highlights service costs from €0.90.

Further information on Vodafone SKY TV and football-related services available on Vodafone live! can be found at www.vodafone.it.