

ADVANCE SHOWING OF *LOST* ON VODAFONE LIVE!

PREVIEWS AND RECAPS OF ALL THE EPISODES OF THE TV SERIES ON YOUR MOBILE PHONE

Milan, March 3, 2006 – *Lost*, the television drama series that won Emmy and Golden Globe® awards and has enthralled and spooked millions of viewers worldwide, will be shown in advance on **Vodafone live!**

Vodafone Italia, first in Europe to be granted a licence to show mobile video content from the famous series *Desperate Housewives*, is set to make a second hit with *Lost*.

At the same time as the series is being shown on RaiDue, Vodafone customers will be offered previews, summaries, interviews and wallpapers directly on their mobile phones.

Thanks to the agreement signed by Vodafone, Buena Vista International Television and Walt Disney Internet Group, fans will not have to miss a single episode of their favourite series – an exclusive advance showing of the episodes to be broadcast on RaiDue will be available on the portal as early as a week before.

What's more, anyone who has missed out on an episode shown on TV can see the recap of the previous episodes on **Vodafone live!**

Moreover, a series of video clips is available containing interviews with the main characters starring in the series created by *J.J. Abrams* and *Damon Lindlelof* for *Buena Vista International*, who tell **Vodafone live!** customers about their experience on the set of *Lost*.

Finally, the area devoted to *Lost* contains a section full of wallpapers with the best pictures of the main characters beginning with *Matthew Fox*, the group's surgeon leader, Jack Shephard.