



OMNITEL ON BOARD LEGAMBIENTE'S GOLETTA VERDE
Omnitel's advertising campaign to support the VENTURE has begun

Rome, 28 June 2000 - The concern for the environment and its protection has, once again, led Omnitel to board Legambiente's survey vessel, Goletta Verde (Green Schooner), in its fifteenth monitoring operation on the state of the Italian peninsula's coastal waters.

People who respect the sea: this is the meaning of Omnitel's presence on board Goletta Verde as well as the message to be launched in next week's advertising campaign, which for the second year running will be handled by the Roman company CCP.

The campaign, with its humorous wordplay, is the work of the creative director Oscar Molinari, the copywriter Gianfranco Moraci and the Art director Cristiano Tarantino. It will comprise two full-page (for newspapers) or double-page (for magazines), colour announcements - signed by Paolo Cardoni.

Thus the approach of giving full rein to the talents of the most important Italian illustrators, introduced last year by Chiara Rapaccini, continues. Paolo Cardoni, author of the cartoon film *La freccia azzurra (the Blue Arrow)*, created the octopus for the Goletta Verde 2000 that, thanks to Omnitel's help is able to reply polpo su polpo (blow for blow - a play on the words "colpo" and "polpo") to whoever opposes controls on the sea and the coasts.

The campaign *Here comes Goletta Verde and Omnitel* will last up until middle of August, as long as a Goletta Verde is at sea, in order to underline the fact that, year by year, something is improving. And even if there is still much more to be done, the sea already feels better.