



AGREEMENT BETWEEN OMNITEL AND JUMPY FOR "BIG BROTHER" THE CELL PHONE, WITH VOICE AND WAP, OPENS A NEW ACCESS CHANNEL

Milan, 11 September 2000 - Just three days after the start of BIG BROTHER, the most awaited programme of the new television season, Omnitel and Jumpy have announced an agreement to offer a new access channel to the great media event of the year. The content of GRANDE FRATELLO will be accessible, as well as through television and Internet, using a normal GSM cell phone, navigating using voice commands and on WAP (Wireless Application Protocol).

Thanks to the arrangement with Jumpy, the European portal of Fininvest, Omnitel will be able to use the Internet content on the programme and offer it to clients through new distribution channels. This step, born of Omnitel's distinguishing innovative character, has pushed back the frontiers of television entertainment, allowing the vast body of mobile phone users to join the television audience in the sociological and cultural debate that BIG BROTHER has set in motion.

"We are taking part in BIG BROTHER aware that, once again, we are promoting a highly innovative event that is destined to change the rules of the world we live in," said Paolo Galli, General Manager of Omnitel Operations, "Mobile phones make it possible to widen access to content. Events such as this now have an additional channel, connected by simply using the voice."

Throughout the 100 days of transmission Omnitel clients can call the Short Number 2002 and navigate by voice commands, choosing from the initial menu, which has 4 options.

With LIVE it is possible to listen to all the audio transmissions from the house, live, in real time, 24 hours a day. Anyone wanting to know more about the protagonists can consult the **Interviews of the Day**. And for really curious people there is **Events**, the most interesting happenings of the day. Finally, exclusive to 2002, it is possible to listen to the amusing commentary by **Platinette**, who will describe the day's events in the house using his characteristic irony.

The service will be available, in preview, only to Omnitel clients at a cost of 195 Lire (+ VAT) and over the next weeks clients of other fixed and mobile operators will have access to the service through a special number.

For the first time the WAP portal of Omnitel 2000 will include a section for access to the content of BIG BROTHER through a dedicated menu offering various services, including:

NEWS FROM THE HOUSE will offer real time news on everything that occurs in the house. SI DICE... (THEY SAY...) with news items relating to BIG BROTHER, that have appeared in the press or other media, but not concerning events inside the house.

Curiosity about the protagonists can be satisfied in the section I PERSONAGGI (THE CHARACTERS), while anyone who loses track of the game can visit E' SUCCESSO (WHAT'S HAPPENED...) the section that summarises the main events. If you become fond of one of the characters you can even look up their personalised daily horoscope or the astral map, by entering the sector DICONO LE STELLE (THE STARS SAY). By selecting LE AFFINITA' (AFFINITIES) it is possible to check the compatibility between two characters in the programme, or between a character and the client navigating in WAP.

With Omnitel WAP it will also be possible to express a preference for one of the characters in IL MIO PREFERITO, (MY FAVOURITE). The interviews complete the Omnitel WAP proposals for BIG BROTHER.

Over the next weeks the BIG BROTHER competition will begin, which will offer valuable prizes to people correctly answering questions on characters and facts from BIG BROTHER, following registration via WAP.

The BIG BROTHER programme, which requires 10 strangers to live together for 100 days, watched 24 hours a day by various television cameras, is an absolute novelty for Italian television and a new frontier in interaction with the public who, every 15 days, will vote which character to eliminate. It is therefore an unmissable opportunity for Omnitel, who will be following the events together with Canale 5 and the portal Jumpy.