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OMNITEL VODAFONE: LARA CROFT, THE PROTAGONIST IN TOMB RAIDER, CONTINUES HER ADVENTURES VIA SMS

Tomb Raider logos and dial tones also available via WAP, Internet and SMS

Rome, December 10, 2001 - Omnitel Vodafone is launching a new exciting service linked to Tomb Raider: the video game, now made into a film, becomes a game to be played by Omnitel's customers via SMS.

Omnplanet, Omnitel-Vodafone's world of multimedia services, offers the chance to download Tomb Raider logos and dial tones linked to the soundtrack of the film, via Internet or WAP, on to mobile phones. Alternatively, Omnitel customers can access the same service by sending an SMS with the message G.M to the number 42216.

Moreover, **from mid-December 2001 until February 14, 2002** it will be possible to play a game via SMS, created in co-operation with Buongiorno.it. Players will be able to throw themselves into one of the breathtaking challenges alongside the beautiful protagonist of Tomb Raider. The game is either based on questions regarding the life of the heroine, or offers up challenges in which every decision may be crucial to surviving each new exciting adventure.

The game is to be linked to a competition offering the prize of a Sony DVD Player and a CD of the film soundtrack. The final draw will award prizes of 10 50 MBK Mach G scooters.

Omnitel has created a mini web site exclusively for gaming & entertainment services linked to the world of Lara Croft, and accessible via www.190.it. In addition to information on the film and a photo gallery, it is possible to enter the Raider Café, the virtual community with a chat room and a forum for Tomb Raider fans.