



VODAFONE OMNITEL: DIRECT LINE TO "OPERAZIONE TRIONFO"

Information, gossip and commentary via voice and SMS

Direct line to the programme

Photos and pictures of the stars via MMS

Rome, September 3, 2002 - After the success of the first two series of Big Brother, Vodafone Omnitel is to be a partner of "Operazione Trionfo", the new reality show produced by Aran Endemol to be aired on Italia 1 from September 4.

Vodafone Omnitel will provide numerous "wireless" services linked to the programme presented by Miguel Bosè and featuring 16 young competitors and their ambitions as singers.

Customers of all mobile operators can send comments via SMS on **340 4363636**. The editorial team of Operazione Trionfo will select the most interesting messages to be read and commented on them during the programmes.

Voice services - users can access a direct line to the Academy, and listen to daily news reports, commentary from Rossana Casale and the previous days' highlights just by calling 347 2002882. The service will be available to the customers of all mobile operators.

SMS and WAP services - Vodafone Omnitel customers can receive the latest news about the competitors via SMS by sending a message containing the letters OT (Operazione Trionfo). The WAP portal (wap.omnitelvodafone.it) will also have a special section dedicated to the programme with profiles of the competitors, news about the Academy, feedback from the losers, logos and ring tones to be downloaded, and much more.

MMS services - photos and pictures of the all the stars of the programme may be downloaded via MMS by accessing www.190.it and entering the special MMS Gallery.

Community/Chat - the Vodafone Omnitel community, at www.mvillage.it, will host an area dedicated entirely to Operazione Trionfo with continuous updates on happenings in the house and the song competition. It will also be possible to exchange comments and opinions during discussion forums on the programme, special surveys and "chat rooms", also accessible via SMS and, in certain cases, led by the stars themselves.

Logos and ring tones - ring tones (the title music and the songs performed by the competitors) and programme logos may be downloaded by calling 42552 or sending an SMS to 42216.