



VODAFONE OMNITEL CELEBRATES THE BEATLES' FIRST RECORD

Ring tones of the boys from Liverpool's greatest hits and pictures available on MMS-capable mobile phones

Rome, September 18, 2002 - The new service dedicated to Vodafone Omnitel customers called "*Beatles Love Me Do*", in collaboration with the Vittoriano and the City of Rome, was presented today in the Campidoglio on the occasion of the fortieth anniversary of the famous English group's first record.

Vodafone Omnitel will take part in the Beatles celebrations, consisting of various events organised by the City of Rome and the Vittoriano from October 5 to 21, with ring tones of the Beatles' best-loved songs and with famous pictures from the legendary era of the boys from Liverpool.

From **October 2 to 23** Vodafone Omnitel customers can download on their mobile phones ring tones from famous songs such as *Love me do, Yellow submarine, Hey Jude, Help, Strawberry fields forever, Yesterday, O bladì o bladà, Penny Lane, She loves you*, by calling the Vodafone Omnitel *Servizi Musica* number **42552** and following the vocal instructions in the section Speciale "*Beatles Love Me Do*".

Beatles fans can also download free of charge on their MMS-capable mobile phones the best pictures from the "*Love me do*" exhibition, available on the Vodafone Omnitel site **www.190.it**, testifying to the main stages of their career, and send them to whoever they wish.