



VODAFONE OMNITEL BRINGS YOU THE DREAM WORLD OF NOTRE DAME DE PARIS

Logos and ring tones from the magical story of Quasimodo and Esmeralda and pictures via MMS

Milan, October 9, 2002 – Vodafone Omnitel presents its customers with a number of new services linked to the theatrical show “*Notre Dame de Paris*”, scheduled to run in Milan between October 10 and November 14 at the *Fila Forum* in Assago.

Vodafone Omnitel customers will soon be able to download logos and ring tones connected to the show on to their mobile phones by dialling **42552**, and following the instructions given by the voice guide in the special section, “*Notre Dame de Paris*” .

The most captivating scenes from the show can be downloaded free using cell phones with MMS capability. The picture gallery is accessible in the MMS section of the www.190.it site, in the “Events&Exhibitions” area.

A series of special initiatives have also been devised for Vodafone Omnitel customers who subscribe to the Omni One programme. The Omni One loyalty programme is Europe’s largest with around 7 million members.

The music for *Notre Dame de Paris* has been composed by Riccardo Cocciante, who has created an attractive soundtrack to accompany the show.