



Press Release

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3 Italia: The new tv campaign to launch the offer “Scendi in campo con 3” (Take the field with 3) is on the go

Luciana Litizzetto is once more the protagonist of a series of uproarious duets with the former world champ coach Marcello Lippi. A TVphone LG U960 or Samsung P910 for 99 Euros and 3 pays back the cost to watch live, on the TVphone, Serie A championship (Mediaset Premium package) and Sky Coppa dei Campioni.

Luciana Litizzetto is back with her irresistible Paris Hilton’s spoof, to launch “**Scendi in campo con 3**”, the new Mobile TV offer that **3 Italia** dedicates to football and until 31st October offers the chance to have an LG U960 or Samsung P910 TVphone for 99 euros, while the cost to watch Serie A matches of the pack Mediaset Premium, European cup and Sky international football will be paid back by 3.

In the spot, broadcasted by the main national stations starting from 9 September, Luciana is going to try on shirts, shorts, and football apparels with a vaguely sexy allure.

Referring to a set interlocutor, filmed from the back, but betraying signs of nervousness, Luciana, in dishabille, exclaims: “Marci, please, help me!” And showing referee cards: “Red card? Or yellow suits better?” And immediately after, showing a pair of spiked shoes: “Honey, heel 12 or shall I wear 13?”. Or, again, showing a ball: “But Marcellino balls and wine!? C’mon, get going from this bench!”

Luciana, this time dressed as a referee, blows a whistle and exclaims: “So, what!?” Marcello Lippi, annoyed, looks at her and say: “So, goodbye match!” Litizzetto approaches him with sexy moves, extracts a 3 TVPhone and says: “C’mon, CippiLippi! We’ve got our 3 TVphone! All the football you need’s in it...changing’s better, isn’t it?!”

But fun’s not over: Still following the thread of a surreal and rather comic seduction, Luciana and Marcello interpret 3 Italia offer for each one of the football teams included in the Mediaset Premium pack (Atalanta, Genoa, Inter, Juventus, Lazio, Livorno, Milan, Napoli, Roma, Torino).

And, to catch the attention of the national Marcello, Luciana, from time to time,



threatens to two-time him, or head-butting him, and proposes to put up a little bit of a fight in the midfield, swap shirts, at the end of the match or have a training camp in Varigotti, to be lifted up by the ears like Fifa Worldcup, to knock him up with caciucco (typical Livornese dish, kind of a fish soup), plunge into a swimming pool of “polenta taragna” (another regional dish made of maize flour cooked and melted cheese), or promises to grasp hold on the rock of Posillipo, just like a mussel.

Apart from Serie A football championship of Mediaset Premium pack and SKY's Champions League, the subscribers of 3 Digital Mobile TV will have the chance to watch, live, on their TVphone or on Pocket TV, the best of international football with the most interesting matches of Premiership, Bundesliga, Liga, Brazilian Championship and the qualification matches to Euro 2008 of the Italian national football team.

Every Sunday afternoon, La3 Sport, the channel produced by 3 Italia for TVphones and Pocket TV, also broadcasts “Tutti i gol minuto per minuto” (all goals, minute by minute), the show of 3 Digital Mobile TV dedicated to football and hosted by Gianfranco De Laurentis, that tells, live, the progress of the Serie A football day focusing on the images of the matches, underlined by flash interventions from studio, also thanks to the contribution of Giovanni Galli (former goal-keeper of Milan, Fiorentina, and Italian national team), in an opinion-maker capacity.

3 Italia - It is the Mobile Media Company controlled by the Hutchison Whampoa Group shareholder of 95,4%. Its other shareholders are: NHS Investments S.A (San Paolo IMI, Gemina and 3G Mobile Investments (Franco Bernabé Group). 3 Italia won a UMTS license in Italy in 2000, commenced offering of its services in 2003 and is now the leader of the UMTS market in Italy - with over 7,7 million customers on 22 August 2007 - thanks to a wide offer of multimedia, video communication and internet services, besides entertainment, music, information, cinema, sport and Mobile Digital TV (DVB-H).

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