



Press release  
Milan, May 30<sup>th</sup> 2007

## **3 Italia's new TV campaign starring Luciana Littizzetto. With Super5 you can talk for 5 cent with no set up fee: changing is better, neh?**

The actress and author from Turin is protagonist of 3 Italia's new TV campaign, on air from Sunday 3 June, with a self-ironic and fun commercial: **Luciana and not Paris gets off the Limousine. With Super5 customers talk for 5 cents/minute towards all without set up fee. For those changing over 3, 100 € discount on their new Videophone.**

Luciana Littizzetto is the testimonial of 3 Italia's new TV campaign, on air on the main national TV networks starting from Sunday June 3<sup>rd</sup>. With her unmistakable style and self-irony, the actress and author from Turin will present the new Super5 offer that allows 3 customers to talk for 5 cent/min with no set up fee.

In the main busy street of a metropolis, an extra-luxury sedan reminds the commercial of the car. The shot focus on the back door, a glimpse of two legs, a woman gets off the car.

Paris Hilton? No, Luciana Littizzetto. Lurching because of too high heels, Luciana walks towards a Vespa still at the light and jump on the rider's place: "Let's go!" "Leave the helmet, oh!?" the appalled driver exclaims. Luciana gets off the Vespa: "With Paris is it ok and with me no, eh? Do you want to see a thigh? Look, I have two, and I also have 3!"

Luciana shows her new 3 Videophone, discounted by 100 € with the new offer for those who requires Number Portability. A doubt runs at the driver: "Who knows how much talking costs you ..."

"Sgargamella!" Luciana answers. "With Super5 it costs only 5 cents a minute!" And when she moves closer to the Vespa, the driver panics and flies away like a shot. "I didn't even like you, Befano!" exclaims. Then she turns towards the beautiful guy approaching on his Harley Davidson and brushing her hair: "Changing is better, neh?"

*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 7,2 million customers on March 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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