



un passo avanti

2006 gets off to a flying start at FASTWEB Valentino Rossi chosen as testimonial for the new campaign

Milan, 16 January 2006 – The FASTWEB brand is to be supported by the image of Valentino Rossi, the new testimonial for the company's 2006 advertising campaign.

A young company that has already scored a string of **record-breaking results**, FASTWEB sees Valentino Rossi as the personification of the core **values** behind its own success: an aptitude for **challenge** and for **change**.

Rossi's fame at personal level and not just as a world motorcycling champion stems from a special mixture of determination, talent, technical expertise, a will to succeed and to improve constantly. These characteristics combine with a passion, humanity and spontaneity that make Rossi a unique and popular figure, with whom people can identify.

"Valentino Rossi, like FASTWEB, is always *one step ahead*," said FASTWEB Chief Executive Officer **Stefano Parisi**. "This is the reason for our agreement and the concept behind the new advertising campaign for 2006. Ever since its formation, FASTWEB has always been one step ahead, in innovation, technology, customer relations," added Parisi. "Above all, it has helped Italy move ahead by facilitating the rapid uptake of broadband by families and business, thus raising the socio-economic profile of the areas in which its leading-edge services are available."

In the five years since it began operations, FASTWEB has become Italy's second-largest landline operator in terms of network coverage, number of direct clients and broadband access. Always one step ahead, FASTWEB intends to maintain its rapid expansion in 2006 by bringing forward the growth targets originally scheduled for the end of the year: by mid-2006, the network will cover 10 million households, representing 45% of the Italian population.

The new campaign uses a variety of subjects depending on the specific medium. It launches tomorrow in the press and on the Internet and as from 22 January on radio. Television commercials will begin broadcasting in the second half of February.

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