

NOTE TO THE PRESS

TELECOM ITALIA AND INTRALOT: SPORTS BETTING CHANNEL LAUNCHED ON CUBOVISION®

Rome, 3rd May 2011

Telecom Italia and INTRALOT Italia have signed an agreement which allows players, starting from today, to bet from home via television, through Cubovision® - a broadband device that allows access to digital terrestrial channels, Internet contents and an extensive catalogue of contents on demand.

Cubovision® launches a new space that allows players to engage with betting through television, in an interactive way, having access to the sporting catalogue (football, tennis, basket, volley, baseball, rugby, etc) by simply using the remote control.

To place their bets, players need to hold an INTRALOT account activated either online (via the website www.intralot.it), through the call center (800.779.738), or through point of sales.

While browsing, users will be guided through the steps they need to take to place their bet. Bets will only be validated following authentication and after entering their PIN that was issued when their INTRALOT gaming account was opened.

**Telecom Italia
Press Office**

+39 06 3688 2610

<http://www.telecomitalia.com/media>

Press Office Intralot Italia

Isabella Degani

T +39 06 4147 M +39 389.9957542

degani@intralot.it www.intralot.it