

**Press Release n. 5**  
08/05/2007

### **Live Broadcast and Media Coverage for Rally d'Italia Sardegna 2007.**

A wide media coverage is expected for the 2007 edition of Rally d'Italia Sardegna. Advance information, commentaries, and footages will accompanied spectators during the week of the race.

**Sunday the 13<sup>th</sup> May** at 5.30 pm, in "**Numero Uno Speciale**", **Rai Due Tv** a program about motor disciplines, will be introduced the Rally d'Italia Sardegna. During the same program, on **Sunday 20<sup>th</sup> May**, at 5.30 pm, a live broadcast from the RIS Head Quarter has been planned, in order to relate the most important moments of the competition, and to give voice to its protagonists. The Crews will be interviewed, and it will be shown images from the special stages and, most of all, images of Sardinia that will cast the spectators on the fabulous gravel roads of the Island.

Several more appointments are planned because the event gets the importance that it deserves. Reports will be broadcasted Saturday the **19<sup>th</sup> May**, at 4.30 pm always on **Rai Due Tv**, about the second special stage during the program "**Sabato Sprint**", and the next day on **Rai Due**, within "**Domenica Sportiva**", historical appointment for all the Italian sport fans.

Each day, Radio and Tvs will relate about the challenge between Loeb, Gronholm, Hirvonen, Sordo, Solberg's Brothers and the Sardinian crews, honoured and proud to be able to fight with the greatest champions of the world, as just in Rally discipline is possible. Thanks to the Rai, the Italian Television, and the locals Tvs the Sardinian fans will have the opportunity to follow their champions: several reports will be broadcasted by **Rai Regione**, **Videolina** and **Cinquestelle Sardegna**.

The images of Sardinian gravel roads will come also from the Satellite, in the classical appointment on **Eurosport**, the reports on French Tv **TF1**, on German **RTL**, on Finnish **YLE**, in the program "**All Acces**", broadcasted by the USA network **Fox Sport** in 186 countries all over the world. The Italian Productions from the satellite as "**Ruote & Motori**", on **Rai Sport Satellite**, "**Sky Motori**" and "**Polvere d'Asfalto**" on Sky will talk about Rally d'Italia Sardegna on **22<sup>nd</sup>** and **29<sup>th</sup> May**. And more, on Wednesday **24<sup>th</sup> May** Canale Italia at 10.30 pm on "**Crono Tempo di Motori**", Thursday **24<sup>th</sup> May** on Sport Italia at 11.30 pm within "**Zona Motori**" and on Telenova, broadcast that cover 38 local Tvs scattered on national territory, the program "**Griglia di Partenza**".

Also the press will play a great role covering the event: advance information on **Sport Week** attached of "**La Gazzetta dello Sport**" on Saturday 12<sup>th</sup> May, and wide articles about the competition on the most important foreign magazines, as the Japanese **Rally Xpress**, the English **Autosport**, **Motoring News** and **Daily Mail**, the French **L'Equipe**, **Echappement** and **Auto Hebdo**, the Spanish **Marca**, **Autopista**, **Rally Sprint**, the Swiss **Motor Sport Aktuell** and **La Regione Ticino** and then the Italian as **Autosprint**, **Rally Sprint**, **Sport Auto Moto**, **Auto Oggi**, **Automobile**, **Automotive News Europe**, **Quattroruote**, **Rallyssimo**, **Telesport**, **Economy**.

The Daily Newspaper will report the race day by day: **La Gazzetta dello Sport** e **Il Corriere dello Sport-Stadio**, **Il Corriere della Sera**, **Il Giornale**, **Il Tirreno** e la free press **Leggo**.

Sardinian daily newspaper will be present with **La Nuova Sardegna**, **L'Unione Sarda** and **Il Nord Sardegna**.