

FASTWEB runs with Usain Bolt

Speed, stability and power with Fastweb Fiber

Milan, January 8, 2016 - FASTWEB, the fixed network ultra-broadband leader, begins 2016 with the launch of an institutional advert highlighting the **speed, stability and power** of its fiber optic connection. The star of the new ad is **Usain Bolt**, the Jamaican athlete considered the fastest of all time.

Eleven-time world champion and with six Olympic golds, Usain Bolt is a 100 metres, 200 metres and 4x100 metres relay world record holder. Born and raised in a remote Jamaican village, Bolt epitomises commitment and passion and speed and power and thanks to his inner core the *Lightning* has become the fastest man in the world.

"I love running, but pure physical prowess alone is not enough. To achieve a world record you need to work, train, commit yourself and fight to overcome your limits. I have decided to support Fastweb as it is a young company with a continual focus on improving itself" stated Usain Bolt.

"Fastweb brought fiber to Italy in the year 2000. In 2010, it offered 100 Mbps connections in Italy for the first time. In 2016, the company will connect 7 million households and businesses to the ultra-broadband network. Like Bolt we target speed, but also the quality and reliability of our network and our service" stated Alberto Calcagno, Chief Executive Officer of Fastweb. "Usain Bolt embodies the core values of our company and just like the legendary Bolt, Fastweb strive to continue to be *one-step ahead...*"

The new advert was developed by Take. Arturo Massari was behind the campaign's creative aspects. The production house was BRW Filmland, with direction by Sämen. Planning was overseen by Vizeum. The music is "Run boy run" by Woodkid.

The campaign's TV launch will take place on January 9 on Rai, Mediaset and La7, the Sky satellite channels, the Digital Terrestrial channels, on the major radio channels and on the web through video, display and keywords.

For further information:
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