FastWeb "Official Sponsor" of Juventus F.C. for the 2001/2002 Championship

Milan/Turin, 11 May 2001. FastWeb – the e.Biscom Group company that provides broadband telecommunications services over a proprietary fibre optic network – is to be the "Official Sponsor" of the Juventus F.C. soccer team for the 2001-2002 season.

The team jerseys and the sponsored clothing and accessories used by the First Team players and trainers will carry the FastWeb logo, as will all communication material, including pitch hoardings.

"FastWeb is rapidly establishing itself as Italy's leading provider of integrated broadband telecommunications, Internet and TV on Demand services," said **Emanuele Angelidis**, FastWeb Chief Operating Officer. "We have extended our service from Milan to Turin and Genoa, and development plans are underway in Rome and Naples. Juventus F.C. is Italy's top award-winning football team, with eleven million fans throughout the country and one of the world's best known logos. It provides FastWeb with an outstanding promotional vehicle to communicate the innovative strength, technological quality and ease of use of our services to the entire country."

"We are very pleased with the agreement with FastWeb," added **Romy Gai**, Commercial Director for Juventus F.C. "It unites us with one of the new economy's most dynamic players, and we intend to develop an innovative partnership with FastWeb, to match our strategies."

For more information

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