

PRESS RELEASE

**La Gazzetta dello Sport.it for mobile phones:
graphic restyling, improved content and even easier navigation.**

The Gazzetta mobile website is now online with a new look that makes the content proposal more comprehensive and navigation more intuitive and enjoyable.

News, analysis, results and statistics, videonews and the video galleries: the entire *La Gazzetta dello Sport.it* world on your mobile phone, now even more comprehensive and “pink”. By connecting to *mobile.gazzetta.it* from your phone, you can enjoy a version of the site optimised for mobile phones with all the traditional content of the website, enriched with a new graphical look that improves performance in terms of usability and makes navigation extremely simple and intuitive.

With its excellent graphic similarity and strong reproduction of the look & feel of the website, the mobile version of the Gazzetta site, although adapting itself perfectly to the requirements of the smaller mobile phone screen, stands out for its enjoyable and practical navigation, guaranteeing mobile users the same degree of satisfaction when surfing the net as well as instantly providing them with the information they seek: the *Results* (*‘Risultati’*) with the details on every single game and the *Real time* (*‘Temporeale’*) service, the latest news on *Flash 24*, *Front Page* (*‘Primo Piano’*) news on various sports with the possibility of accessing the *Photo Gallery* and *Related News* (*‘Notizie correlate’*). As well as all this, subscribers to the RCS Mobile service can also take advantage of premium content: *Text Message services*, the *Sports news bulletins*, the news in *video bites*, the *photo galleries* and, coming soon, *sports games* and plenty of other quality content to *personalise your mobile phone*.

Another strength of the new mobile site is the option it gives users to personalise their homepage, making the information that they are particularly interested in immediately available. This innovation means that, whenever they log in, readers can immediately view only those categories that they have chosen, with all other categories grouped together in an “others” (*‘altre’*) link to be viewed later.

RCS Digital S.p.A.

RCS Digital is the company that manages and develops RCS Quotidiani editorial activity across the digital media: *Corriere della Sera.it* and *Themed Sections*, *La Gazzetta dello Sport.it*, *Corriere TV* and *Gazzetta TV*, *Classified Offers*, *Mobile phones* and *Gaming*.

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