



LUNA ROSSA

C H A L L E N G E 2 0 0 7

INTESA  SANPAOLO

JOINT PRESS RELEASE

INTESA SANPAOLO SPONSORS “LUNA ROSSA”

Milan, 27 March 2007 – For the first time, the hull of Luna Rossa will carry another logo apart from Prada: that of Intesa Sanpaolo.

The Intesa Sanpaolo logo will be featured alongside those of Prada and Telecom Italia as sponsors of Luna Rossa. These companies make up the consortium that supports the participation of the Italian yacht in the 32nd America’s Cup, under the aegis of Yacht Club Italiano.

Starting from April, twelve teams will compete in Valencia for the oldest sport sailing trophy and the Intesa Sanpaolo logo will be visible in the centre of the hull of the Italian boat.

The Luna Rossa challenge was launched on 19 August 2004 through Yacht Club Italiano, the oldest sailing club in the Mediterranean, established in Genoa in 1879.

Head of the Consortium for the third time is Patrizio Bertelli, whereas Francesco de Angelis is Head of Team.

The support for this great event reflects Intesa Sanpaolo’s commitment to giving prominence and supporting activities that represent a set of cultural and sports values to re-launching and promoting Italy on the international scene.

*Intesa Sanpaolo
Media Relations
Tel +39.02879.63010
stampa@intesasanpaolo.com*