

**FRIDAY 8 DECEMBER 2006
SEES THE LAUNCH OF MEDIASET'S CHRISTMAS
GREETINGS CAMPAIGN "AUGURI MEDIASET"**

**"DESPERATELY SEEKING SANTA"
49 STARS FROM CANALE CINQUE, ITALIA UNO AND RETEQUATTRO
AUDITION FOR THE ROLE**

Also this year the **AUGURI MEDIASET** spot features the stars of Canale Cinque, Italia Uno and Retequattro.

Friday 8 December 2006 sees the launch of the "**Auguri Mediaset**" spot. **49 STARS** participated in the making of "**DESPERATELY SEEKING SANTA**" and many well-known faces from television let themselves go in unexpected performances, gas and impersonations of childrens' favourite figure. All of the aspiring Santas showed great imagination and spared no effort in trying to appear as convincing as possible. But, inevitably, after each audition an off-screen voice can be hear eliminating the candidates with a "*Thank you. Next!*"

So who, among the list, will manage to secure the role of Santa Claus 2006:

Gerry Scotti (Santa poet); **Mike Bongiorno** (Santa king of the quiz show); **Maurizio Costanzo** (Santa full of gifts); **Emilio Fede** (Santa very chic); **Carlo Rossella** (sends his references to Santa); **Paolo Bonolis and Luca Laurenti** (in a Christmas gag); **Silvia Toffanin** (Santa cyclist); **Raimondo Vianello and Sandra Mondaini** (who will be the reindeer and who Santa?); **Alessia Marcuzzi** (disguised as a reindeer); **Michelle Hunziker** (Swiss Santa with bells); **Ezio Greggio** (dancing Santa); **Luca and Paolo** (Santa and reindeer gag); **Cristina Chiabotto** (clumsy Santa); **Elisabetta Canalis** (a snowball); **Emanuela Folliero, Irene Pivetti and Rita Dalla Chiesa** (in evening dress); **Paola Perego** (as the "Superstar witch"); **Barbara D'Urso** (Neopolitan Santa); **Massimo Boldi** (a bullfighting Santa); **Federica Panicucci** (a Marilyn-style Santa); **Amadeus** (a "taken by the nose" Santa); **Enrico Papi** (a tip-tap dancing Santa); **Mago Forest** (a Santa who plays tennis with the reindeer); **Enzo Iacchetti** (a shepherd Santa, complete with lambs); **Elena Guarnieri** (a journalist with a scoop on Santa); **Pino Insegno** (a secret agent Santa); **Ainette Stephens** (a sexy Santa); **Federica Fontana** (a decoration for the tree); **Paolo Liguori** (a motorcycling Santa); **Sandro Piccinini** (an elegant Santa); **Tony Capuozzo** (a "special correspondent" Santa); **Mino Taveri** (in black tie, Bing Crosby-style); **Alberto Brandi** (a framed Santa); **Alessandro Cecchi Paone** (a didactic Santa); **Ella Kanninen** (Santa's Finnish granddaughter); **Roberta Capua** (a golden star); **Edoardo Raspelli** (a "singing" Santa); **Matteo Mazzocchi** (a snowboarding Santa); **Fabrizio Trecca** (Santa/Gourmet); **Daniele Bossari** (an acrobatic Santa); **Umberto Pellizzari** (a diving Santa); **Barbara Gubellini** (a somewhat troublesome gnome Santa).

The 49 Christmas spots will be spread throughout the schedules of the three channels. The complete Auguri Mediaset spot, with all 49 stars will be shown in a special 17 minute spot on the three Mediaset channels: **Canale Cinque on Saturday 9 December after the 1 o'clock Tg5 news programme; Retequattro Sunday 10 December after the 1.30 p.m. Tg4 news programme; Italia Uno Monday 11 December after the 6.30 edition of Studio Aperto.**

The project was developed by Mirko Pajè, Mediaset's Creative Director and Head of Image Coordination. Produced by the creative agency Snacht with the cooperation of a team of young authors from Bonsaininja.

Cologno Monzese, 7 December 2006

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