



GRANDE FRATELLO 7: CASTING BEGINS
1st PHASE AT THE ROME FAIR
ON 17 AND 18 OCTOBER WITH MEDIASET PREMIUM
YOU CAN HAVE FAST TRACK ACCESS
TO ITALY'S MOST OBSERVED HOUSE

Casting for the seventh edition of **Grande Fratello** has moved into top gear.

ROME, on the 17 and 18 October will be the location for the first phase, followed by other events across the country. Aspiring participants should present themselves next Tuesday and Wednesday, from 9 a.m., at the stand at the **Rome Fair in Via dei Georgofili** (in the Eur quarter).

Subsequent events will be held in: **VERONA** on 20 and 21 October, **FLORENCE** on 24 October, **NAPLES** on 26 and 27 October, **BOLOGNA** on 30 and 31 October, **MILAN** on 3 November, **REGGIO CALABRIA** on 7 November, **PALERMO** on 9 and 10 November, **BARI** on 13 and 14 November, **TURIN** on 16 November and **CAGLIARI** on 21 November.

This year **Mediaset Premium** will offer its card holders a place in Italy's most observed house.

In fact those who present themselves at the official selection with the **Mediaset Premium** card will be placed on a fast track to take part in the official casting for the programme.

Among those who pass the selection process in the various phases scheduled around the country, 6 "**Mediaset Premium**" candidates will be selected by the authors of the programme.

The selected candidates will then be subjected to a viewers poll during the programme "**Il Candidato**", which will be shown from **6 November 2006** on **Mediaset Premium** every week.

The finalists who arrive to the final episode will, again by viewers poll, be pared down to two who will participate in the first episode of **Grande Fratello**, where they will once again be subjected to the votes of the viewers... Only one of them will have a place in the most desired house on TV!

Another way of participating in the casting for **Grande Fratello** is to call the telephone number **16476** leaving your details and contact numbers. Each call costs €1 (including VAT, to use this service you must be over 18).

On the basis of the details supplied, the casting staff will evaluate whether the candidate can be called for a screen test.

Beginning on 24 June, casting sessions, managed by the agency Premiere have continued at discos and shopping malls around the country. For information about dates and locations for these sessions please refer to www.grandefratello.com for your nearest opportunity.

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