

ITALY

FILM LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A01/053	02262	NEPTUNE	NOSTROMO SPA	CANNED TUNA	MAX INFORMATION Bologna
A03/025	00756	A NEW SPECIES	BIRRA FORST	BEER	CAYENNE Milan
A03/066	02045	CHALET	MOLINARI ITALIA	SAMBUCA	ARMANDO TESTA Turin
A07/043	02051	BUILDING DREAMS	LEROY MERLIN	HOME FURNISHING	M&C SAATCHI SPA Milan
A08/002	00236	GUCCI GUILTY	P&G PRESTIGE PRODUCTS	FRAGRANCE	REM RUINI E MARIOTTI Rome
A10/032	01193	TENNIS	BAYER	FITOSONNO SLEEPING TABLETS	JWT ITALIA Milan
A10/033	01194	BOYFRIEND	BAYER	FITOSONNO SLEEPING TABLETS	JWT ITALIA Milan
A10/037	02886	UNITED SOLUTION	BAYER	ASPIRIN	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A11/026	01563	NEED BETTER CLOTHES?	GLENFIELD	CLOTHING	LORENZO MARINI & ASSOCIATI Milan
A11/035	02155	IMMATURES	GLASSING	SUNGLASSES	Y&R ITALIA Milan
A13/056	01163	DISTANCES	VOLKSWAGEN GROUP ITALY	AUDI A3	VERBA Milan
A13/058	01213	FAN OF YOUR SISTER	FIAT	FIAT 500 DESIGN BY DIESEL	INDEPENDENT IDEAS Turin
A13/111	02046	EXCESSES	FIAT GROUP AUTOMOBILES	YPSILON	ARMANDO TESTA Turin
A13/112	02047	SHOPPING BAG	FIAT GROUP AUTOMOBILES	YPSILON	ARMANDO TESTA Turin
A13/142	00832	GIVE UP NOTHING	TOYOTA	AYGO CONNECT	SAATCHI & SAATCHI Milan
A13/156	02887	GO TO HELL	MERCEDES BENZ ITALIA	GLK	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A13/157	02933	A REAL PANDA	FIAT	PANDA	LEO BURNETT Milan
A13/158	02934	MAYA	FIAT	PANDA	LEO BURNETT Milan
A13/159	02935	REMOTE CONTROL	FIAT	PANDA	LEO BURNETT Milan
A13/188	02758	RALLENTY	MINI ITALY	MINI COOPER SD	BCUBE Milan

A14/026	02888	SUPERTENERE	YAMAHA	SUPERTENERE	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A14/027	02889	SEED	YAMAHA	MOTORBIKES	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A16/072	01679	LOST	IKEA	IKEA	1861UNITED Milan
A16/073	01680	VERY GOODFELLAS	IKEA	IKEA	1861UNITED Milan
A18/002	00033	SCENES TO EXPLORE	REGIONE PUGLIA, ASSESSORATO AL MEDITERRANEO CULTURA E TURISMO	FILM TOURISM IN PUGLIA	APULIA FILM COMMISSION Bari
A18/052	01191	CONTROLLER	EDEN	EDEN VIAGGI HOLIDAYS	MAX INFORMATION Bologna
A19/128	01681	WAR	TONIC GYM	GYM	1861UNITED Milan
A19/153	02891	ROMAEUROPA FESTIVAL 2010	ROMAEUROPA FOUNDATION	PERFORMING ARTS FESTIVAL	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A20/001	00022	OPERA	SKY GERMANY	ADULT CHANNEL	FORCHETS Milan
A20/076	00006	SHARK ATTACKS	SKY CINEMA	SHARK MOVIE SEASON	SKY CINEMA Milan
A20/077	01682	MOST BEAUTIFUL FOOTBALL	SKY ITALIA	FOOTBALL COVERAGE IN HD	1861UNITED Milan
A20/086	02157	PANGEA	INTERNAZIONALE	INTERNAZIONALE MAGAZINE	McCANN ERICKSON ITALIA Rome
A20/110	02890	WHAT REMAINS OF THE ROCK	EDITRICE QUADRATUM	ROLLING STONE MAGAZINE	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A21/001	00004	CHE BANCA!	GRUPPO MEDIOBANCA	BANK ACCOUNT	CASIRAGHI GRECO& Milan
A21/139	02932	AUTO	ING DIRECT	FINANCIAL SERVICES	LEO BURNETT Milan
A23/055	00764	VELOCITA	FASTWEB	INTERNET PROVIDER	ADV ACTIVA Milan
A23/056	00765	QUALITÀ E INNOVAZIONE	FASTWEB	INTERNET PROVIDER	ADV ACTIVA Milan
A23/057	00766	CREATIVITÀ E CORAGGIO	FASTWEB	INTERNET PROVIDER	ADV ACTIVA Milan
A23/058	00767	DISTINTIVITÀ	FASTWEB	INTERNET PROVIDER	ADV ACTIVA Milan
A25/019	01012	DESERT DRIVE BY - BUGS - TURBINES	MTV WORLD DESIGN STUDIO	DESERT DRIVE BY - BUGS - TURBINES	MTV NETWORKS INTERNATIONAL Milan
A25/020	01013	LOOP	MTV WORLD DESIGN STUDIO	MTV	MTV NETWORKS INTERNATIONAL Milan
A25/021	01014	POOL	MTV WORLD DESIGN STUDIO	MTV	MTV NETWORKS INTERNATIONAL Milan

A25/022	01015	TASTE	MTV WORLD DESIGN STUDIO	MTV	MTV NETWORKS INTERNATIONAL Milan
A27/006	00112	IN A MAZE	PATRONATO INCA CGIL	YOUNG WORKER'S RIGHTS AWARENESS	MOSAICO STUDIO ENGINEERING Roma
A27/024	00462	GEA	OXFAM ITALIA	OXFAM	OGILVY & MATHER Milan
A28/016	00742	HANDCUFFS	TELETHON	TELETHON FUNDRAISER	JWT ROMA
A28/038	02158	RACING KID	OSPEDALE PEDIATRICO BAMBINO GESU	CHILDREN'S HOSPITAL FUNDRAISING	McCANN ERICKSON ITALIA Rome
B01/187	01564	ITALIAN KNITWEAR	GLENFIELD	CLOTHING	LORENZO MARINI & ASSOCIATI Milan
B01/257	01192	OMBRE	FREDDY	ABBIGLIAMENTO SPORTIVO SUMMER COLLECTION	DLVBBDO Milan
B01/319	02287	BECAUSE I LIKE YOU	POSTE ITALIANE	MAILING SERVICE	
B01/320	02288	WHAT I LIKE	POSTE ITALIANE	MAILING SERVICE	
B01/574	01407	THANKS TO YOU	FONDAZIONE SAN RAFFAELE DEL MONTE TABOR	FOUNDRAING FOR MEDICAL RESEARCH	SAATCHI & SAATCHI Milan
B01/598	01003	WORKING LIKE A MACHINE?	NESTLÉ	KIT KAT	JWT ITALIA Milan
B01/599	03429	GARAGE	NESTLÉ	KIT KAT	JWT ITALIA Milan
B01/600	03430	JUMP	NESTLÉ	KIT KAT	JWT ITALIA Milan
B02/026	01576	MILAN UNSEEN	UNIONE ITALIANA DEI CIECHI E DEGLI IPOVEDENTI	ASSOCIATION FOR BLIND PEOPLE	JWT ITALIA Milan
Total		56			

PRESS LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A05/038	01881	WASHING MACHINE	PROCTER & GAMBLE	FAIRY	GREY WORLDWIDE ITALIA Milan
A05/059	02491	COTTON	HENKEL ITALIA	DIXAN DETERGENT	DDB GROUP Milan
A05/060	02492	JEANS	HENKEL ITALIA	DIXAN DETERGENT	DDB GROUP Milan

A05/061	02493	WOOL	HENKEL ITALIA	DIXAN DETERGENT	DDB GROUP Milan
A05/136	04850	CURTAINS	BOLTON MANITOBA	VETRIL	PUBLICIS ITALY Milan
A05/137	04851	VENETIAN BLIND	BOLTON MANITOBA	VETRIL	PUBLICIS ITALY Milan
A05/138	04852	ROLLER BLIND	BOLTON MANITOBA	VETRIL	PUBLICIS ITALY Milan
A06/058	02445	WINE	FOXY	ASSOULTRA KITCHEN ROLL	LOWE PIRELLA FRONZONI Milan
A06/059	02446	OIL	FOXY	ASSOULTRA KITCHEN ROLL	LOWE PIRELLA FRONZONI Milan
A10/020	00630	XL COLLECTION	SSL HEALTHCARE ITALY	DUREX XL	McCANN ERICKSON ITALIA Milan
A10/072	02161	CLUB CRASHER	SSL HEALTHCARE ITALY	DUREX LUBRICANT	McCANN ERICKSON ITALIA Milan
A10/097	02394	TEMPURA SCORPION	BAYER	CITROSODINA DIGESTIVE SODA	JWT ITALIA Milan
A10/098	02388	ARACNO	BAYER	CITROSODINA DIGESTIVE SODA	JWT ITALIA Milan
A10/099	02389	PIZZA	BAYER	CITROSODINA DIGESTIVE SODA	JWT ITALIA Milan
A10/100	02390	CHILI	BAYER	CITROSODINA DIGESTIVE SODA	JWT ITALIA Milan
A12/072	04644	FAMILY	MARS ITALIA	CATSAN	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A12/073	04645	METAL DETECTOR	MARS ITALIA	CATSAN	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A12/074	04646	SURVIVED	MARS ITALIA	CATSAN	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A13/110	01955	FAN OF YOUR SISTER	FIAT	FIAT 500 DESIGN BY DIESEL	INDEPENDENT IDEAS Turin
A13/111	01956	JUST TAGGED	FIAT	FIAT 500 DESIGN BY DIESEL	INDEPENDENT IDEAS Turin
A13/153	02361	MASAI	LAND ROVER	DEFENDER	YOUNG & RUBICAM BRANDS Milan
A13/154	02362	ESKIMO	LAND ROVER	DEFENDER	YOUNG & RUBICAM BRANDS Milan
A13/169	02487	MOUNTAINS	VOLKSWAGEN	AUDI QUATTRO	DDB GROUP Milan
A14/038	00907	LOOP	TOYOTA	HYBRID SYNERGY DRIVE TECHNOLOGY	SAATCHI & SAATCHI Milan
A14/065	02488	OWL	VOLKSWAGEN	COMMERCIAL VEHICLES	DDB GROUP Milan
A14/066	02494	GREEN BARK	VOLKSWAGEN	COMMERCIAL VEHICLES	DDB GROUP Milan
A14/067	02495	GREY BARK	VOLKSWAGEN	COMMERCIAL VEHICLES	DDB GROUP Milan

A16/048	02357	RUBY	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A16/049	02358	GRACE ANN	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A16/050	02359	MAIRI	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A16/051	02360	FIONA	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A16/052	02375	ROSAMUND	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A17/021	00906	KOSHER	NONNA BETTA	RESTAURANT	SAATCHI & SAATCHI Milan
A19/069	01183	ALIEN	YAMAHA MARINE	MARINE MOTORS F300V6	1861UNITED Milan
A19/070	01184	UFO	YAMAHA MARINE	MARINE MOTORS F300V6	1861UNITED Milan
A19/071	01185	BELLY	TONIC GYM	GYM	1861UNITED Milan
A19/072	01186	BOTTOM	TONIC GYM	GYM	1861UNITED Milan
A19/095	01882	ROCK TILL THE END	ALCATRAZ MILANO	ALCATRAZ LIVE MUSIC	GREY WORLDWIDE ITALIA Milan
A20/033	00325	EGO	PERIODICI SAN PAOLO	BOOK SERIES	MRM WORLDWIDE Milan
A20/034	00326	FANATICISM	PERIODICI SAN PAOLO	BOOK SERIES	MRM WORLDWIDE Milan
A20/035	00327	GODFATHER	PERIODICI SAN PAOLO	BOOK SERIES	MRM WORLDWIDE Milan
A20/036	00328	MURDER	PERIODICI SAN PAOLO	BOOK SERIES	MRM WORLDWIDE Milan
A20/037	00329	LAP DANCER	PERIODICI SAN PAOLO	BOOK SERIES	MRM WORLDWIDE Milan
A20/121	02189	OLIMPICO STADIUM	RTI	MEDIASET PREMIUM	EURO RSCG MILANO
A20/122	02190	SAN PAOLO STADIUM	RTI	MEDIASET PREMIUM	EURO RSCG MILANO
A20/123	02191	SAN SIRO STADIUM	RTI	MEDIASET PREMIUM	EURO RSCG MILANO
A23/007	00337	RHINO	LUCY CGI	POST PRODUCTION	CAYENNE Milan
A23/008	00338	WHALE	LUCY CGI	POST PRODUCTION	CAYENNE Milan
A23/058	02444	MANY TEARS	LOWE PIRELLA FRONZONI	ADVERTISING AGENCY	LOWE PIRELLA FRONZONI Milan
A24/013	04642	WOLVES	PFIZER ANIMAL HEALTH	PFIZER ANIMAL HEALTH	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A24/014	04643	PIG	PFIZER ANIMAL HEALTH	PFIZER ANIMAL HEALTH	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A28/048	01814	LET'S MAKE SAFETY WORK	INAIL	WORK SAFETY AWARENESS	McCANN ERICKSON ITALIA Rome

A29/003	00125	TREADMILL	LAV	DOG ABANDONMENT	COOKIESADV Milan
A29/004	00126	TIGER	LAV	ANIMAL-FREE CIRCUS	COOKIESADV Milan
A29/062	01735	A NEW SPECIES	MAREVIVO	MARINE ATMOSPHERE PROTECTION	RONCAGLIA & WIJKANDER Rome
A29/063	01736	HAMSTER	ASSOELETTRICA	NATIONAL DAY OF ELECTRIC ENERGY	RONCAGLIA & WIJKANDER Rome
A29/082	02351	WHALE	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A29/083	02352	DOG	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A29/084	02353	DOLPHIN	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A29/085	02354	OWL	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A29/086	02355	PELICAN	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A29/087	02356	SNAKE	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
B03/135	02673	BUBBLES	COCA-COLA	COCA-COLA 125TH ANNIVERSARY	BCUBE Milan
B05/075	02160	CLUB CRASHER	SSL HEALTHCARE ITALY	DUREX LUBRICANT	McCANN ERICKSON ITALIA Milan
Total	64				

OUTDOOR LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A05/014	01734	CURTAINS	BOLTON MANITOBA	VETRIL GLASS CLEANER	RED LION COMMUNICATIONS Milan
A05/015	01735	VENETIAN BLIND	BOLTON MANITOBA	VETRIL GLASS CLEANER	RED LION COMMUNICATIONS Milan
A05/016	01736	ROLLER BLIND	BOLTON MANITOBA	VETRIL GLASS CLEANER	RED LION COMMUNICATIONS Milan
A08/004	00773	THE FUTURE IS AN AMAZING JOURNEY - PHONE	SAMSUNG	PHONE	CHEIL Milan
A08/005	00774	THE FUTURE IS AN AMAZING JOURNEY - CAMERA	SAMSUNG	CAMERA	CHEIL Milan

A08/006	00775	THE FUTURE IS AN AMAZING JOURNEY - FRIDGE	SAMSUNG	FRIDGE	CHEIL Milan
A08/007	00776	THE FUTURE IS AN AMAZING JOURNEY - TV	SAMSUNG	TV	CHEIL Milan
A11/023	01732	CLUB CRUSHER	SSL HEALTHCARE ITALY	GEL LUBRICANT	McCANN ERICKSON ITALIA Milan
A12/025	02089	MOBY DICK	ARENA ITALIA	SWIMWEAR	YOUNG & RUBICAM BRANDS Milan
A14/066	02105	MASAI	LAND ROVER	DEFENDER	YOUNG & RUBICAM BRANDS Milan
A14/067	02106	ESKIMO	LAND ROVER	DEFENDER	YOUNG & RUBICAM BRANDS Milan
A14/069	02200	BUILDER	CONTINENTAL AUTOMOTIVE TRADING ITALIA	VDO REAR VIEW CAMERAS	DDB GROUP Milan
A14/070	02201	SKATER	CONTINENTAL AUTOMOTIVE TRADING ITALIA	VDO REAR VIEW CAMERAS	DDB GROUP Milan
A14/071	02202	WOMAN	CONTINENTAL AUTOMOTIVE TRADING ITALIA	VDO REAR VIEW CAMERAS	DDB GROUP Milan
A15/018	02095	RUBY	PROFONDO ROSSO STORE	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A15/019	02097	GRACE ANN	PROFONDO ROSSO STORE	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A15/020	02099	MAIRI	PROFONDO ROSSO STORE	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A15/021	02101	FIONA	PROFONDO ROSSO STORE	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A15/022	02103	ROSAMUND	PROFONDO ROSSO STORE	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
A23/002	00694	BUTTERFLIES	ENEL	ENEL CONTEMPORANEA 2010	SAATCHI & SAATCHI Milan
A23/005	02088	FIREWORKS	BARILLA FRATELLI	PASTA	YOUNG & RUBICAM BRANDS Milan
A25/038	02090	OWL	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A25/039	02091	WHALE	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A25/040	02092	DOG	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A25/041	02093	DOLPHIN	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
A25/042	02094	SNAKE	WWF	WWF	YOUNG & RUBICAM BRANDS Milan
B04/077	02199	IMAGINATION	VOLKSWAGEN	VW DIALOG RESPONSE	DDB GROUP Milan

B06/043	00693	STORK	CARREFOUR	SUPERMARKET	SAATCHI & SAATCHI Milan
B06/128	02096	RUBY	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
B06/129	02098	GRACE ANN	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
B06/130	02100	MAIRI	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
B06/131	02102	FIONA	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
B06/132	02104	ROSAMUND	PROFONDO ROSSO	HORROR STORE	YOUNG & RUBICAM BRANDS Milan
C01/048	01733	THE PISSALYZER	HEINEKEN	ANTI-DRINK DRIVING	RED LION COMMUNICATIONS Milan
C02/063	02198	TREES	VOLKSWAGEN	COMMERCIAL VEHICLES	DDB GROUP Milan
C03/229	04342	BIG ALICE	WALT DISNEY STUDIOS MOTION PICTURES, ITALIA	ALICE IN WONDERLAND 3D MOVIE	AUGE HEADQUARTER Milan
C04/178	04267	NAKED STATUES	SAMSUNG	WASHING MACHINE	LEO BURNETT Milan
C06/089	04269	THE ONE LIFE ONLY PROJECT	FIAT AUTO SPA	SAFETY AT WORK AWARENESS	LEO BURNETT Milan
Total	38				

RADIO LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A04/047	01007	SEAGULL	SONY ITALY	RECHARGEABLE BATTERIES	ENFANTS TERRIBLES Milan
A04/048	01008	ELEPHANT	SONY ITALY	RECHARGEABLE BATTERIES	ENFANTS TERRIBLES Milan
A06/024	00750	STRIPTease	BEIERSDORF	NIVEA GOODBYE CELLULITE SERUM	TBWA\ITALIA Milan
A07/053	01264	TRAIN	MARUSCIA	MASKIO NATURAL PILLS	WRONG ADVERTISING Milan
A07/054	01265	JACKHAMMER	MARUSCIA	MASKIO NATURAL PILLS	WRONG ADVERTISING Milan
A07/055	01266	CUCKOO	MARUSCIA	MASKIO NATURAL PILLS	WRONG ADVERTISING Milan
A07/056	01267	FIREWOKS	MARUSCIA	MASKIO NATURAL PILLS	WRONG ADVERTISING Milan
A08/001	00124	WHISTLE	THE STRANGE COMPANY	INDUSTRIAL STRANGE CLOTHING	TBWA\ITALIA Rome

A08/002	00283	JUDGEMENT	THE STRANGE COMPANY	INDUSTRIAL STRANGE CLOTHING	TBWA\ITALIA Rome
A10/003	00125	FLUTE	NISSAN ITALIA	NISSAN ASSISTANCE CALL CENTER	TBWA\ITALIA Rome
A10/084	01165	SEMANTIC ACCELERATION TEST	YAMAHA	V-MAX	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A14/046	00770	MICROSOFT	ADVERTBALL / CAF ONLUS	AD INDUSTRY FOOTBALL TOURNAMENT	YOUNG & RUBICAM BRANDS Milan
A14/047	00771	TOURIST	ADVERTBALL / CAF ONLUS	AD INDUSTRY FOOTBALL TOURNAMENT	YOUNG & RUBICAM BRANDS Milan
A14/052	01160	KISS	20 HOURS GYMS	GYM MEMBERSHIP	DDB GROUP Milan
A15/053	01262	PANDA	IL MANIFESTO	NEWSPAPER	THE NAME Rome
A18/003	00126	SNOT PUPPET	SATOR PRODUCTIONS	SHOOTV.COM	TBWA\ITALIA Rome
A18/004	00127	SPIT YO-YO	SATOR PRODUCTIONS	SHOOTV.COM	TBWA\ITALIA Rome
A18/055	01275	VACUUM CLEANER	SORGENIA	ENERGY PROVIDER	OGILVY & MATHER Milan
A18/056	01276	WOLVES	SORGENIA	ENERGY PROVIDER	OGILVY & MATHER Milan
A20/021	00284	WARNING	NISSAN ITALIA	SEATBELT USE	TBWA\ITALIA Rome
A20/081	00751	ANAGRAM	ATTIVE COME PRIMA	HELP FOR PEOPLE WITH CANCER	TBWA\ITALIA Milan
A20/087	00772	WEBSITE	FAO	1 BILLION HUNGRY PROJECT	McCANN ERICKSON ITALIA Rome
A21/039	01268	CHERRIES	SENECA	VOLUNTEER APPEAL	JWT ROMA
A21/040	01269	LOUSE ROULETTE	SENECA	VOLUNTEER APPEAL	JWT ROMA
B01/048	01263	COFFEE MACHINE	NESTLÉ ITALIA	KIT KAT	JWT ITALIA Milan
Total	25				

CYBER LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency	URL
A01/021	00234	PICCOLINI TV	BARILLA	PICCOLINI BARILLA	IMILLE Milan	http://www.imille.it/piccolinitv-cannes-cyber-lions/
A01/022	00238	THE ITALIAN EXPERIENCE	LUIGI LAVAZZA	COFFEE MACHINE	BRIGHT.LY Milan	http://www.theitalianexperience.com/canneslions/
A01/041	02540	WHAT THE FARM	PROCTER & GAMBLE	PRINGLES MULTIGRAIN	LEO BURNETT Milan	http://www.whatthefarm.it/cannes/index.html
A02/017	00766	50.000 MINI FRIENDS	MINI	FACEBOOK PAGE	E3 Milan	http://50000friends.mini.it/cannes/
A02/024	01103	IQ-I CAN	TOYOTA MOTOR ITALY	TOYOTA IQ	SAATCHI & SAATCHI Milan	http://www.forjuroronly.com/2011/iq-eng
A02/045	01780	WWW.ALFAROMEO.IT	ALFA ROMEO	ALL PRODUCTS AND SERVICES	FULLSIX Milan	http://preview.fullsix.it/howtocommand/
A04/009	01769	CLICK THE MISS	STEFANOS VOURTSIS	STEFANOS VOURTSIS	GREY WORLDWIDE ITALIA Milan	http://www.clickthemiss.com/casehistory/
A07/011	00462	WEPAD PROJECT	WEBANK	WEBANK	CAYENNE Milan	http://cannes.wepadproject.it
A08/051	01781	WWW.TEATROALLASCALE.ORG	FONDAZIONE TEATRO ALLA SCALA	THEATRE	FULLSIX Milan	http://www.teatroallascala.org
A11/004	00208	COLLABORATIONAL CHANNEL	IBM	SOFTWARE	OGILVYONE Milan	http://www.vimeo.com/22081713
A12/016	02601	AUDIO SEARCH ENGINE	ECCETERA	AUDIO PRODUCTION COMPANY	ECCETERA PRODUZIONI AUDIO Milan	http://www.eccetera.tv/AudiosearchengineDemo.html
A14/030	01104	DON'T BELIEVE US, ASK THEM.	CONFERENZA EPISCOPALE ITALIANA	8XMILLE FUNDS	SAATCHI & SAATCHI Milan	http://www.forjuroronly.com/2011/chiedilo-a-loro-eng/
A14/043	02539	THE DISEASE JOURNEY	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	MULTIPLE SCLEROSIS CHARITY	LOWE PIRELLA FRONZONI Milan	http://www.entryforyou.com/2011/ccsvi/eng
A15/012	00566	SPREAD YOUR MESSAGE	EMILY THE STRANGE	CLOTHING	SOOLID Correggio	http://www.beyourselfmovement.com
A15/038	01105	NOTHING IS IMPOSSIBLE GIFT	SAATCHI & SAATCHI	SELF-PROMOTION	SAATCHI & SAATCHI Milan	http://www.forjuroronly.com/2011/nothing-is-impossible-gift/eng/
B01/011	00471	LEDA CAMPAIGN	BIM DISTRIBUZIONE	MOVIE LAUNCH - IL GIOIELLINO	ESTROGENI Rome	http://latteleda.it/37526501E84V5X2/
C02/027	01106	SHUTTER	TOYOTA MOTOR ITALY	AFTER SALES SERVICE	SAATCHI & SAATCHI Milan	http://www.forjuroronly.com/2010/toyota_shutter/eng
D01/018	02537	THE DISEASE JOURNEY	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	MULTIPLE SCLEROSIS CHARITY	LOWE PIRELLA FRONZONI Milan	http://www.entryforyou.com/2011/ccsvi/eng

D04/059	02538	THE DISEASE JOURNEY	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	MULTIPLE SCLEROSIS CHARITY	LOWE PIRELLA FRONZONI Milan	http://www.entryforyou.com/2011/ccsvi/eng
D04/063	02602	AUDIO SEARCH ENGINE	ECCETERA	AUDIO PRODUCTION COMPANY	ECCETERA PRODUZIONI AUDIO Milan	http://www.eccetera.tv/AudiosearchengineDemo.html
D05/047	02541	WHAT THE FARM	PROCTER & GAMBLE	PRINGLES MULTIGRAIN	LEO BURNETT Milan	http://www.whatthefarm.it/cannes/index.html
E01/022	00601	IPASTA	BARILLA	PASTA	KETTYDO Milan	http://vimeo.com/marcolaneri/ipasta
E01/177	01782	VODAFONE IPHONE IAD	VODAFONE ITALIA	SELF CARE	FULLSIX Milan	http://preview.fullsix.it/vodafone_video/review2.mov
E03/067	00858	MOJITO PARTY	BACARDI	BACARDI MOJITO	E3 Milan	http://www.bacardi-mojito-party.it/
E03/193	01654	HONK IF YOU ARE HAPPY	FIAT	500	M&C SAATCHI SPA Milan	http://clienti.mcsaatchi-milano.com/fiat/honk-if-youre-happy/
F02/038	00085	GRANDMA LEA'S TRICKS	CASA.IT	REAL ESTATE PORTAL	CASA.IT Milan	http://viral.casa.it/
F02/071	01319	BURIED	IKEA	PAX	1861UNITED Milan	http://www.youtube.com/watch?v=_Pftyv4CFHA
F02/092	00924	WE ARE THE STORY	JUVENTUS FC SPA	JUVENTUS FC SPA	INDEPENDENT IDEAS Turin	http://www.youtube.com/watch?v=DeUCaVIGLr8
F02/093	00925	625 FRIENDS	FIAT	FIAT 500 DESIGN BY DIESEL	INDEPENDENT IDEAS Turin	http://www.youtube.com/watch?v=dKeQrIlv6wY
F02/094	00926	FAN OF YOUR SISTER	FIAT	FIAT 500 DESIGN BY DIESEL	INDEPENDENT IDEAS Turin	http://www.youtube.com/watch?v=efWxF2pMNIw
F02/095	00927	PEE	FIAT	FIAT 500 DESIGN BY DIESEL	INDEPENDENT IDEAS Turin	http://www.youtube.com/watch?v=aUKpsiZdTok&feature=relmfu
F02/227	01786	OFFICE	ADVERTBALL/CAF ONLUS	FOOTBALL TOURNAMENT	YOUNG & RUBICAM BRANDS Milan	http://www.youtube.com/watch?v=0iEWdTxKNWw
Total	32					

DIRECT LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A01/057	01432	HAVE A WILD XMAS	MINI	AUTOMOBILE	BCUBE Milan
A06/030	01566	WHAT THE FARM	PROCTOR & GAMBLE	PRINGLES MULTIGRAIN	LEO BURNETT ITALY Milan
B02/073	01696	THE DISEASE JOURNEY THE FIRST URL STORY EVER	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	MULTIPLE SCLEROSIS CHARITY	LOWE PIRELLA FRONZONI Milan
B03/030	01567	WHAT THE FA	PROCTOR & GAMBLE	PRINGLES MULTIG	LEO BURNETT ITALY Milan

B04/052	00380	MAMMA CHE RIDERE!	KIMBERLY - CLARK	HUGGIES	JWT ITALIA Milan
C01/025	00379	MAMMA CHE RIDERE!	KIMBERLY - CLARK	HUGGIES	JWT ITALIA Milan
C08/011	01183	THE HORNY DM	PRIMA FILA HOT CLUB	ADULT TELEVISION CHANNEL	Y&R ITALIA Milan
C10/017	00567	NOTHING IS IMPOSSIBLE GIFT	SAATCHI & SAATCHI	SELF PROMOTION	SAATCHI & SAATCHI Milan
D01/064	00381	MAMMA CHE RIDERE!	KIMBERLY - CLARK	HUGGIES	JWT ITALIA Milan
D01/106	01568	WHAT THE FARM	PROCTOR & GAMBLE	SNACK	LEO BURNETT ITALY Milan
Total	10				

MEDIA LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A02/055	02792	AUDIO SEARCH ENGINE	ECCETERA	AUDIO PRODUCTION COMPANY	ECCETERA PRODUZIONI AUDIO Milan
A03/069	02260	FROM DRIVERS TO RIDERS	MINI	AUTOMOBILE	BCUBE Milan
A04/054	02261	THE GETAWAY BILLBOARD	MINI	AUTOMOBILE	BCUBE Milan
A05/055	02515	TREES	VOLKSWAGEN	COMMERCIAL VEHICLES	DDB GROUP Milan
A05/060	02027	THE PISSALYZER	HEINEKEN	ANTI DRUNK DRIVING CAMPAIGN	PUBLICIS ITALY Milan
A05/065	01807	MIDO	GLASSING	SUNGLASSES	YOUNG & RUBICAM BRANDS Milan
A06/076	01778	BARRITO AUDIO	EBARRITO	LEATHER GOODS	TBWA\ITALIA Milan
A06/097	02458	THE ONE LIFE GAME	FIAT AUTO	FIAT	LEO BURNETT Milan
A06/145	03015	BIG ALICE	WALT DISNEY STUDIOS MOTION PICTURES, ITALIA	MOVIE LAUNCH	AUGE HEADQUARTER Milan
A07/025	00332	THE TROLLEYS ESCAPE	CARREFOUR	SUPERMARKET	SAATCHI & SAATCHI Milan

A07/081	00768	THE NEW DIMENSION OF INTERNET	CONDENAST	VANITY FAIR	OGILVY ACTION Milan
A07/117	02460	THE ONE LIFE GAME	FIAT AUTO	FIAT	LEO BURNETT Milan
A07/118	02461	NAKED STATUES	SAMSUNG	WASHING MACHINE	LEO BURNETT Milan
A07/207	01693	PROMOTE A POSITIVE MESSAGE	TIM BRASIL	TELECOMUNICATI ON	ARMOSIA ITALIA Rome
A08/025	00630	JACK ON TOUR	BROWN FORMAN	JACK DANIEL'S	UM Milan
A08/070	01375	BIG BROTHER PRODUCT PLACEMENT	SAMSUNG ELECTRONICS	CONSUMER ELECTRONICS	STARCOM ITALIA Milan
A09/036	01692	PROMOTE A POSITIVE MESSAGE	TIM BRASIL	TELECOMUNICATI ON	ARMOSIA ITALIA Rome
A10/049	02668	GAME IS OVER: START THE REAL PLEASURE	ANSELL	CONDOMS	MED-USE Milan
A10/051	02262	STUPID GLOCAL CAMPAIGN	DIESEL	GLOBAL BRAND	BCUBE Milan
A11/014	00210	PIRATE INSIDE	MICROSOFT	ANTIPIRACY	WUNDERMAN Milan / YOUNG & RUBICAM BRANDS Milan
A11/141	01779	THE LAST CIGARETTE	GLAXOSMITHKLINE	QUITTING SMOKING PILLS	TBWA\ITALIA Milan
A12/055	02616	THE DISEASE JOURNEY	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	MULTIPLE SCLEROSIS CHARITY	LOWE PIRELLA FRONZONI Milan
A12/108	02793	AUDIO SEARCH ENGINE	ECCETERA	AUDIO PRODUCTION COMPANY	ECCETERA PRODUZIONI AUDIO Milan
A13/115	01376	LESS SERIOUS AWARDS	FANTA / COCA-COLA	NON-ALCOHOLIC DRINKS	STARCOM ITALIA Milan
A15/036	01694	IPTV TELECOM ITALIA-TRON	TELECOM ITALIA SPA	TV VIA ADSL	ARMOSIA ITALIA Rome
B01/213	01695	RAPUNZEL	GARNIER	SHAMPOO ULTRA DOLCE BAMBINI	ARMOSIA ITALIA Rome
B01/214	01696	MASCHI CONTRO FEMMINE	IMPRESA SEMPLICE	BUSINESS SERVICE PROVIDER	ARMOSIA ITALIA Rome
B01/215	01697	UNA IMPRESA DA TRIO	IMPRESA SEMPLICE	BUSINESS SERVICE PROVIDER	ARMOSIA ITALIA Rome
B01/216	01698	MARATONA TWILIGHT-TIM	TELECOM ITALIA SPA	TELECOMUNICATI ON COMPANY	ARMOSIA ITALIA Rome

C01/087	02684	GAME IS OVER: START THE REAL PLEASURE	ANSELL	CONDOMS	MED-USE Milan
C03/049	02462	NAKED STATUES	SAMSUNG	WASHING MACHINE	LEO BURNETT Milan
C07/009	00333	CARREFOUR TROLLEYS	CARREFOUR	SUPERMARKET	SAATCHI & SAATCHI Milan
C10/042	02263	STUPID GLOCAL CAMPAIGN	DIESEL	GLOBAL BRAND	BCUBE Milan
C11/062	02028	THE PISSALYZER	HEINEKEN	ANTI DRUNK DRIVING CAMPAIGN	PUBLICIS ITALY Milan
C11/120	02617	THE DISEASE JOURNEY	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	MULTIPLE SCLEROSIS CHARITY	LOWE PIRELLA FRONZONI Milan
Total		35			

PROMO & ACTIVATION LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A01/075	02132	THE ONE LIFE GAME	FIAT AUTO	COMMERCIAL VEHICLES	LEO BURNETT Milan
A02/005	00217	PIRATA INSIDE	MICROSOFT	ANTIPIRACY	YOUNG & RUBICAM BRANDS Milan / HILL & KNOWLTON Milan
A02/019	00313	THE TROLLEYS ESCAPE	CARREFOUR	SUPERMARKET	SAATCHI & SAATCHI Milan
A02/029	00431	SKODA PARK ASSIST	VOLKSWAGEN GROUP ITALIA	PARKING SYSTEM	CAYENNE Milan
A02/085	01045	THE ONLY LACELESS FOOTBALL BOOT IN THE WORLD	LOTTO SPORT ITALIA	FOOTBALL BOOTS	LOTTO SPORT Trevignano
A02/129	01416	THE PISSALYZER	HEINEKEN	MACFARLAND	JWT ITALIA Milan
A02/201	01044	THE ONLY LACELESS FOOTBALL BOOT IN THE WORLD	LOTTO SPORT ITALIA	LACELESS FOOTBALL SHOE	LOTTO SPORT Trevignano
A03/085	01706	NAKED STATUES	SAMSUNG	WASHING MACHINE	LEO BURNETT Milan

A09/026	01707	WHAT THE FARM	PROCTER & GAMBLE	PRINGLES MULTIGRAIN	LEO BURNETT Milan
A11/083	01830	THE DISEASE JOURNEY - THE FIRST URL STORY EVER.	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	CHARITIES	LOWE PIRELLA FRONZONI Milan
A12/080	00572	THE NEW DIMENSION OF INTERNET	CONDENAST	WEBSITE	OGILVY ACTION Milan
B01/032	00397	WORKING LIKE A MACHINE? HAVE A CHAIR BREAK	NESTLE' ITALIANA	CHOCOLATE BAR	JWT ITALIA Milan
B04/025	00587	SISTERS OF ITALY	CALZEDONIA	STOCKINGS	SAATCHI & SAATCHI Milan
B05/004	00314	TROLLEYS	CARREFOUR	SUPERMARKET	SAATCHI & SAATCHI Milan
B06/010	00432	SKODA PARK ASSIST	VOLKSWAGEN GROUP ITALIA	PARKING SYSTEM	CAYENNE Milan
B13/045	01831	THE DISEASE JOURNEY - THE FIRST URL STORY EVER.	CCSVI NELLA SCLEROSI MULTIPLA ONLUS	CHARITIES	LOWE PIRELLA FRONZONI Milan
B14/004	00216	PIRATA INSIDE	MICROSOFT	ANTIPIRACY	YOUNG & RUBICAM BRANDS Milan / HILL & KNOWLTON Milan
B14/063	01417	THE PISSALYZER	HEINEKEN	MACFARLAND	JWT ITALIA Milan
Total	18				

TITANIUM AND INTEGRATED LIONS

Cat. No	Entry No	Title	Advertiser	Product	Entrant Company
A01/072	00075	A NEW SPECIES	BIRRA FORST	BIRRA FORST	CAYENNE Milan
A01/073	00076	SKODA GA EL SUV	VOLKSWAGEN GROUP ITALIA - SKODA	SKODA YETI	CAYENNE Milan
A01/257	00263	INTERRUPTIO N	ADVERTBALL/CAF ONLUS	FOOTBALL TOURNAMENT FOR PEOPLE WORKING IN ADVERTISING	YOUNG & RUBICAM BRANDS Milan
A01/259	00265	ONE BILLION HUNGRY PROJECT	FAO	THE ONE BILLION HUNGRY PROJECT	McCANN ERICKSON ITALIA Rome

A01/366	00373	DEXTER	CIELO TV	DEXTER	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
A01/367	00374	ROMAEUROPA FESTIVAL2010	ROMAEUROPAFONDA ZIONE	ROMAEUROPAFES TIVAL2010	D'ADDA,LORENZINI,VIGORELLI,BBDO Milan
Total		6			

DESIGN LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A01/003	00060	THE FORCE OF TYPOGRAPHY	H-57	ADVERTISING AGENCY	H-57 Milan
A01/135	01189	MOODSTER	FIRSTFLOORUNDER	INSTANT MOOD POSTERS	TBWA\ITALIA Milan
A01/136	01196	PIRACY POSTER	FIRSTFLOORUNDER	ART EXHIBITION "PIRACY"	TBWA\ITALIA Milan
A03/005	00224	THE ICON SIDE OF THE BRAND	UNIVISUAL	UNIVISUAL CALENDAR	UNIVISUAL Milan
A03/028	01208	HANDLEBARS	NUMERO UNO MILANO	MOTORCYCLE CALENDAR	GREY WORLDWIDE ITALIA Milan
A03/040	01188	LA FABBRICA DEL CALORE CALENDALIBR O - THE HEAT FACTORY CALENDARBO OK	SNAM	SNAM RETE GAS	TBWA\ITALIA Milan
A05/050	01883	ADCI ANNUAL	ART DIRECTORS CLUB ITALIANO	ANNUAL 2010 OF ITALIAN ADVERTISEMENT	ART DIRECTORS CLUB ITALIANO MILAN
A06/005	00061	RE-PACK PROJECT	H-57	ADVERTISING AGENCY	H-57 Milan
A06/102	01190	THE POSTER COLLECTIVE	FIRSTFLOORUNDER.C OM	FIRSTFLOORUNDE R.COM	TBWA\ITALIA Milan
A06/103	01191	SOCCER	TBWA\ITALIA	TBWA TABLE SOCCER TOURNAMENT	TBWA\ITALIA Milan
A06/104	01195	PIRACY ART EXHIBIT	FIRSTFLOORUNDER	ART EXHIBITION "PIRACY"	TBWA\ITALIA Milan
A06/132	01604	THE PISSALYZER	HEINEKEN	MACFARLAND	RED LION COMMUNICATIONS Milan
A09/012	00446	MTV INTERNATIONA L REBRAND	MTV NETWORKS INTERNATIONAL	BROADCASTING MEDIA NETWORK	MTV NETWORKS INTERNATIONAL Milan
A09/092	01192	THE POSTER COLLECTIVE	FIRSTFLOORUNDER.C OM	FIRSTFLOORUNDE R.COM	TBWA\ITALIA Milan

A09/111	01410	BUBBLES	COCA-COLA	COCA-COLA 125TH ANNIVERSARY CAMPAIGN	BCUBE Milan
A11/041	01193	OBLIO	FIRSTFLOORUNDER.COM	FIRSTFLOORUNDER.COM	TBWA\ITALIA Milan
A12/005	00447	MTV INTERNATIONAL REBRAND	MTV INTERNATIONAL NETWORKS	BROADCASTING MEDIA NETWORK	MTV NETWORKS INTERNATIONAL Milan
A12/006	00448	MTV DANCE INTERNATIONAL REBRAND	MTV NETWORKS INTERNATIONAL	BROADCASTING MEDIA NETWORK	MTV NETWORKS INTERNATIONAL Milan
A13/023	01194	PIRACY PHOTOGRAPH Y	FIRSTFLOORUNDER	ART EXHIBITION "PIRACY"	TBWA\ITALIA Milan
C02/008	00023	NIKE FREE	NIKE	WOMEN RUNNING PRODUCTS 2011 COLLECTION	FUTUREBRAND Milan
C05/087	01580	NAKED STATUES	SAMSUNG	WASHING MACHINE	LEO BURNETT Milan
D03/009	00034	ACQUA PANNA S.PELLEGRINO	NESTLÉ WATERS	BOTTLED WATER	ROSSETTI DESIGN Milan
Total		22			

PR LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A03/018	00258	50.000 MINI FRIENDS	MINI	FACEBOOK PAGE	E3 Milan
A07/002	00151	LIGHTS ON TERGESTEO	THE CARLYLE GROUP	REAL ESTATE ASSET	PUBLICIS CONSULTANTS ITALIA Milan
B02/006	00148	GILLETTE FUTURE CHAMPION	P&G	SOCIAL MEDIA PLATFORM	MSL ITALIA Milan
B02/040	00259	50.000 MINI FRIENDS	MINI	FACEBOOK PAGE	E3 Milan
B03/077	00340	THE NEW DIMENSION OF INTERNET	CONDÉ NAST	3D CONCERT	OGILVYONE Milan
B07/003	00049	FERRETTI YACHTS 800	FERRETTI YACHTS	LUXURY YACHT	KETCHUM Milan

C01/008	00143	LA CERAMICA ITALIANA	CONFINDUSTRIA CERAMICA	ITALIAN CERAMIC TILES	BARABINO & PARTNERS Milan
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Total	7
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FILM CRAFT LIONS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A02/158	20896	BECAUSE I LIKE YOU	POSTE ITALIANE	MAILING SERVICE	
A02/159	20897	WHAT I LIKE	POSTE ITALIANE	MAILING SERVICE	
A02/195	21145	PROUDLY INTRODUCING OUR POINT OF VIEW	PIRELLI TYRE	PIRELLI TYRES	YOUNG & RUBICAM BRANDS Milan
A03/019	20790	BUILDING DREAMS	LEROY MERLIN	HOME FURNISHINGS	M&C SAATCHI SPA Milan
A04/052	20671	CAMPARI ORANGE PASSION	GRUPPO CAMPARI	CAMPARI COCKTAILS	EURO RSCG MILANO
A04/053	20672	CAMPARI AMERICANO	GRUPPO CAMPARI	CAMPARI COCKTAILS	EURO RSCG MILANO
A07/011	20092	GUCCI GUILTY	P&G PRESTIGE PRODUCTS	GUCCI GUILTY	REM RUINI E MARIOTTI Rome
A07/077	20791	BUILDING DREAMS	LEROY MERLIN	HOME FURNISHINGS	M&C SAATCHI SPA Milan
A09/010	20093	GUCCI GUILTY	P&G PRESTIGE PRODUCTS	GUCCI GUILTY	REM RUINI E MARIOTTI Rome
A10/022	20373	POOL	MTV WORLD DESIGN STUDIO	MTV	
A10/023	20374	TASTE	MTV WORLD DESIGN STUDIO	MTV	
A10/024	20375	SMELL	MTV WORLD DESIGN STUDIO	MTV	
A10/025	20376	SIGHT	MTV WORLD DESIGN STUDIO	MTV	
Total	13				

CREATIVE EFFECTIVENESS

Cat. No	Entry No	Title	Advertiser	Product	Agency
A01/087	00090	HUMAN BILLBOARD	ING DIRECT	BANKING	LEO BURNETT Milan
A01/124	00055	ARE YOU STILL WITH US?	HEINEKEN ITALIA	HEINEKEN	JWT ITALIA Milan
Total		2			
Grand Total		328			