



Cardano al Campo, April 13, 2006

Livingston collaborates with the Ministry of Culture on the Magnifico Project

On March 24, 2006 Livingston signed a memorandum of understanding with the Ministry of Culture and the Mecenate 90 Association, undertaking to promote awareness among the vast "travelling public" of Italian cultural heritage and the various institutional activities sponsored by the Ministry. An example of this is the "Magnifico" project, devised by the Mecenate 90 Association and supported by ENAC (the Italian Civil Aviation Authority), with the first-time involvement of some of Italy's leading tourism and transport Companies.

Starting from May 2006, Livingston will distribute advertising material concerning cultural events and festivals to be held in Italian cultural cities. The material will be placed in the seat pockets on board all the aircraft in its fleet, and on both short-/medium-haul and long-haul flights. The brochures will also be distributed in the Business Lounge, located at Milan Malpensa Airport (Terminal 2).

"We are very pleased to have joined in this cultural initiative by making our information and advertising channels available for free, in order to spread awareness of initiatives promoted by the Ministry of Culture, with the aim of providing a service of use to both Italian citizens and tourists visiting our beautiful country" - says **Luciano Di Fazio, Livingston's Chairman.**

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