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Conquer Dusseldorf with O₂ and Win a World Tour

MUNICH. From today on, Telefónica O₂ Germany will conquer the city of Dusseldorf. "Claim your City" is a game in which mobile phone users will claim the entire metropolis on the Rhine river for the next 20 days. For this, all they need to do is to walk through the city with their GPS phones and mark as many areas as possible for themselves on a digital map. The user who claims the largest area will win a world tour.

O₂ will present the winner and his or her companion with two flight tickets for a trip around the globe. Other prizes include bargain mobile phone packages, My Contact Stix, and travel vouchers from the partner L'TUR. Anyone may participate, even those who are not O₂ customers. However, the participants need a Facebook account for identification. All player actions are displayed immediately on his or her wall in the social network and are visible to all friends. The latest area claims are also published in Facebook and at the Web site www.mehrnetz.de.

"The title of our new campaign is 'More Network'", explains André Schloemer, Vice President Brand Management of O₂. "Following investments of almost 4 billion Euros, we now have one of Europe's most modern networks. In cities like Dusseldorf, we achieve the best connection rate of all providers: 99.3 percent." This abstract figure comes from the annual test of the trade magazine "Connect", but the technology can be experienced live with "Claim your City".

O₂ has divided the entire city into sections that form a digital game area. Every player can claim 20 of these every day. For many of these claims, there are additional hidden prizes that are announced by means of a popup on the mobile phone display. But who doesn't pay attention may lose its secured territory. Dusseldorf remains a battleground until the last day.

A *Telefonica* company

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Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has about 55 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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