

RULES FOR THE SPONSORSHIP
"BECOME A DIADORA ATHLETE"

SPONSOR:	Diadora S.p.a., Via Montello 80, 31031 Caerano San Marco (TV).
PERIOD:	from 07/08/2006 to 09/10/2006
AREA:	German national territory
AIMED AT:	Potential purchasers of Diadora Mythos running shoes of the S/S 06 and F/W 06 collections in LEX stores: Mythos Racer, Mythos Samurai, Mythos Ultimate, Mythos Axeler, Mythos Axeler G and GII, Mythos Placet, Mythos Road, Mythos Samurai W, Mythos Ultimate W, Mythos Axeler W, Mythos Placet W, Mythos Road W.
PRODUCTS AND SERVICES SPONSORED:	Diadora Mythos running shoes of the S/S 06 and F/W 06 collections
METHOD OF SPONSORSHIP:	Equipment in retail outlets, internet, press
PRIZES:	n° 200 Diadora - LEX racing kits, n° 40 yearly sponsorship contracts.
DESCRIPTION OF PRIZES:	racing kit: including a LEX customised sleeveless shirt and shorts. A sponsorship contract: this foresees a supply of running equipment (a pair of racing shoes, a pair of training shoes, a microfibre tracksuit, a Diadora racing kit, a long-sleeved jersey, a t-shirt, a backpack, a pair of skin-tight legwear and two pairs of socks.

JACKPOT VALUE:

N°	Prize	Unit value V.A.T. included	Total
200	Racing kits	€50,00	€10.000,00
40	Sponsorship contracts	€260,00	€10.400,00
			€20.400,00

ASSIGNMENT:

The Diadora – LEX kits will be given to all those who after having purchased Diadora Mythos footwear at one of the LEX retail outlets presents themselves at the Diadora stand in the Expo area at the forthcoming Berlin and Monaco marathons.

AWARDING OF PRIZES:

The winners shall be informed, within 10 working days following the final day of each race, by means of an e-mail containing notification of the prize-winning. The prizes will be delivered within 180 days from the date of the closure of the competition..

MODE OF OPERATION

During the period established by the present regulations the Society Diadora S.p.A. invites consumers to buy the sponsored product in order to take part in the present competition.

During the period of validity of the competition, the Diadora Mythos running products of the S/S 06 and F/W 06 collection will be on sale in the LEX chain retail outlets. Posters and other expositive material dedicated to the sponsorship of this competition will be displayed in the LEX retail outlets.

All those who buy one of the sponsored products and show proof of purchase at the stand in the exhibition area dedicated to the Berlin and Monaco marathons, will receive a Diadora LEX customized racing kit.

The customer must give his/her own personal details to the Diadora staff present at the exhibition stand. These details will be dealt with in accordance to the legal provisions enforced by the Legislative Decree

196/2003.

Amongst all those who take part in one of the two marathons wearing footwear and Diadora kits the first classified for each category will be awarded a 12-month Diadora sponsorship contract.

Reasons for the annulment of the prize-winning are as follows:

1. the non-conformity of the proof of purchase
2. the indication of false personal details
3. the participation of a citizen who is not resident in Germany
4. the impossibility of awarding the prize to the winners due to refusal
5. irregularity in the execution of the competitions

According to what has been previously mentioned, in the case of the annulment of the prize-winning, the unassigned prizes will not be reassigned.

ADDITIONAL STATEMENTS

The sponsor states that it is his own intention to waive the compensation of the withholding tax according to Art. 30, Decree of the President of the Italian Republic 29/9/1973, n° 600 modified by Art. 19, paragraph 2, law 27/12/1997, n° 449.

V.A.T. shown on the taxable amount of the prizes will not be deducted. (Art. 19, paragraph 1, law 27/12/1997, n° 449).

For no reasons whatsoever can the prizes be converted into cash..

The participation in the competition is subject to the compliance with the established rules and regulations; therefore the individuals who, by means of fraudulent representation or unauthorised proceedings should attempt to influence the correct execution of the competition will be disqualified.

The information regarding the participation in the competition and the regulations will be published on the website www.diadora.com.

The sponsorship and connected activities, as governed by the present Regulations, are subject to the Italian legal system.

At any time participants can exercise their own rights according to Art. 7 of the Legislative Decree 196/2003 requesting the alteration or the cancellation of their personal details by writing to: Diadora S.p.A., Via Montello 80, 31031 Caerano San Marco TV.