

## PRESS RELEASE

### Free school of football for the future champions

Banca Intesa and AC Milan for the third time organizing Milan Junior Camp in Serbia

**Belgrade (19 May 2008)** – Owing to the long-standing cooperation of Banca Intesa and AC Milan, as well as the great success of the previous two Milan Junior Camps held on this territory, this year about 250 children, aged 7 to 16, will also have the opportunity to discover the secret of “the most important side thing in the world” for free and learn from the renowned trainers of AC Milan. The third Milan Junior Camp will be held in Novi Sad from 30 June till 3 July and in Niš on 5 July. Thanks to donations of Banca Intesa, Pepsi and Imlek, for the first time participation in the camp is completely free. Applying is performed exclusively on the web site [www.bancaintesabeograd.com](http://www.bancaintesabeograd.com) starting from tomorrow, on 20 May 2008.

Banca Intesa Milan Junior Camp is an exceptional event with a programme that combines trainings of technical football skills and tactics on a high level with various cultural and entertainment activities that fulfill the needs of the experienced young players as well as those for whom this game is completely new. All camp participants will be divided into groups according to their age and skills. Trainings are designed by the main trainer of AC Milan, and with the aim of following their progress in game, each participant will on the occasion of his arrival and departure go through the evaluation of his playing abilities.

Mr Silvio Pedrazzi, Vice President of the EB of Banca Intesa emphasized that the organization of Milan Junior Camp for the third time in Serbia at the initiative of Banca Intesa is one more proof of the Bank's commitment to support the development and popularization of sports as well as healthy way of living among the young.

“Therefore, Banca Intesa endeavoured that the young talented players from Serbia have the opportunity to apply for free vouchers for participation in the Camp and thus become familiar with the working philosophy and methods of one of the greatest clubs in Europe and world with most trophies”, emphasized Mr Pedrazzi.

He reminded that Banca Intesa is also endeavouring to contribute the solving of the main problems in the areas related to development, safety and health care of the young and within this context since 2003 it has been supporting the work of the humanitarian organization "Naša Srbija". This year as well, Banca Intesa gave an opportunity to 20 boys who lost one or both parents in the previous wars to spend one day with the other boys in the camp.

"Although I've been familiar with the Serbian football from before, above all with the success of the Serbian players in Italy, only coming to the first Milan Junior Camp, did I realize how much football is loved and enjoyed here. Believe me, it's not an empty phrase, when I say that along with several southeuropean countries, Serbia has the most talented young footballers in the world. We are planning and I'm sure it will be realized, to organize an even more successful camp every next year and to include as many local children as we can in the work of the young section of AC Milan", said Mr Marco Schembri, General Manager of World Camp International company, that is also the organizer of Milan Junior Camp.

Mr Schembri emphasized that Milan Junior Camp in Serbia is organized thanks to the cooperation with Banca Intesa, Pepsi, Imlek and FC Vojvodina that will be the host of the camp in Novi Sad.

Special guest of Banca Intesa was Mr Franco Baresi, the most successful player in the history of the club, whose jersey number 6 was forever withdrawn from use after he finished his playing career. Today Mr Baresi trains the junior team of AC Milan and also promotes the activities of the club directed towards the young generations: Milan Junior Camp and Milan Park.