



We've got all the football†

This season's new line-up:



- UEFA Champions League
- Nationwide Football League
- Worthington Cup



- FA Barclaycard Premiership PPV‡



- FA Barclaycard Premiership
- AXA FA Cup



†Live pay-per-view matches from the FA Barclaycard Premiership.



There's no such thing as too much football...

But if you're a fan, you already knew that. What you may not have heard is that the new ITV Sport Channel is going to be showing live UEFA Champions League matches this season.

There's also exclusive live games from the Nationwide Football League and Worthington Cup with pre- and post-match coverage. We know what football fans like you want to see, and we're going to make sure you get it.

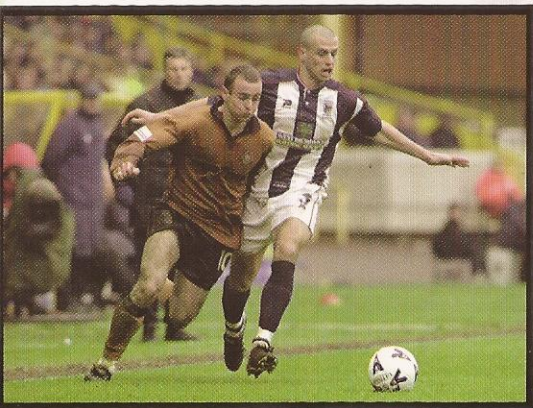
And because we wouldn't want you to spend all your time watching TV, we'll also give you a brand new Mitre football. So with a bit of practice, we might even help you to become the new Michael Owen.

If you want to be ready for the new football season, it's time you signed up to ITV Digital and the new ITV Sport Channel.

Enjoy even more sport with ITV Sport Select and Sky Sports

ITV SPORT SELECT

With ITV Sport Select you could be watching live pay-per-view FA Barclaycard Premiership games and Nationwide Football League clashes. So whether you support Spurs or The Saints, you're going to get what you need from ITV Sport Select.

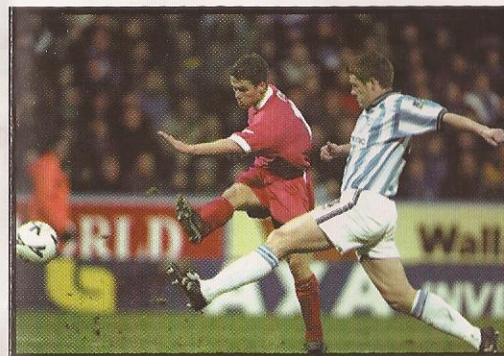


SKY SPORTS

ITV Digital also brings you Sky Sports 1, 2 and 3 with extensive coverage of the FA Barclaycard Premiership, AXA FA Cup and England International football. So when you add it all up, ITV Digital is a football fan's dream.

Your chance to score...

As a new ITV Digital customer, when you sign up to the ITV Sport Channel today, we will give you this superb football absolutely free. No rubbish either. This is a genuine Mitre ball, which is exclusively printed with the new ITV Sport Channel logo to celebrate our launch.



All you need to do is choose any six available Primary channels,* sign up to the ITV Sport Channel for an extra £6.99 per month and activate your ITV Digital viewing card at home. Then we can deliver your football direct to your door in time for the big kick-off.

And there's more to ITV Digital than just sport

Some people don't want to watch football all the time, apparently.

So ITV Digital offers great TV for all the family, with up to 50 channels and more than 700 movies every month. Our channel line-up includes E4, Sky One, MTV, Sky Premier, Nickelodeon and FilmFour.

Best of all, with ITV Digital there's no need for a dish or cable. All of this great entertainment arrives through a normal aerial which means that you could be watching tonight.



Sign up to ITV Digital today and you could be watching...

- UEFA Champions League
- Nationwide Football League
- Worthington Cup
- FA Barclaycard Premiership
- AXA FA Cup

If you want to see all these top games, you need to sign up to ITV Digital today.

As a new ITV Digital customer, you will also get a brand new Mitre football when you sign up to the ITV Sport Channel. But hurry, we'll be blowing the final whistle on our free football offer soon.



†All domestic club football.

***Important Promotion Information:** Each new customer who subscribes to ITV Digital, signs up to the ITV Sport Channel for at least one month and activates their Viewing Card will receive one 'Mitre' ITV Digital football (inflation required) free of charge while stocks last which will be posted to the address as specified on the ITV Digital Customer Agreement. When you subscribe to the ITV Sport Channel you will need to provide your credit card or direct debit details. The offer is valid while stocks last, however there are 20,000 footballs to give away in total. In any event, the offer will end with customer activations taking place on 31 August 2001. The ITV Digital football will be delivered within 28 days of successful customer's activation of their Viewing Card. No cash alternative to this gift will be offered. Any queries relating to this promotion or ITV Digital in general please contact ITV Digital free on 0808 100 0101 (calls may be monitored) or write to ITV Digital Customer Service, PO Box 4, Plymouth PL1 3XU. ITV Digital services are subject to status, terms, coverage and reception in your area and Standard Aerial Upgrade policy applies. Minimum subscription term of 12 months applies. Customers must subscribe to at least six available Primary channels at a cost of £9.99 per month. © ITV Digital 2001. Registered Office ITV Digital plc, 346 Queenstown Road, London SW8 4DG. Information correct at time of going to press (07/01).

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