

**ROTTAPHARM|MADAUS, TECHNICAL SPONSOR OF THE ARCTIC EXPEDITION "OLTRE"**

Monza, 14<sup>th</sup> of November 2008 – At the end of November, to celebrate the 90<sup>th</sup> anniversary of the passage to the North East completed by the famous Norwegian explorer Roald Amundsen, the Arctic expedition "OLTRE" will repeat the amazing and arduous venture of crossing the Arctic Ocean in the months of the Siberian winter.

5 months, 14,000 km from the North Cape to the Bering Strait on the ice's edge, 12 stages, and 45 people: researchers, doctors, journalists, photographers, cameramen, drivers and mechanics: these are the numbers of the venture that has obtained the sponsorship of the Ministero degli Esteri and the Ministero delle Attività Produttive.

An expedition completely financed by private funding. The organizing committee has actually contacted a restricted group of companies, symbols of excellence of "made in Italy" abroad. Among these, R|M, which strong in its own commitment in research and in its constant drive to meet challenges with courage and determination joined the initiative as the technical sponsor.

The only pharmaceutical company to be **invited**, **Rottapharm|Madaus will be the official supplier of products for personal hygiene and for skin protection in extreme weather conditions** for the entire length of the venture.

Among the partners and sponsors that joined the initiative:

- Luca Cordero di Montezemolo (FIAT will supply IVECO vehicles necessary for the venture)
- Fabrizio del Noce (the expedition was included in the RAI program for the 2008/2009 season);
- CNR, the Institute of Polar Research and the Italian Space Agency will supply technical and scientific support;
- The Carabinieri Corps (will place at the disposal of the expedition a number of officers to drive vehicles on the journey);
- Canon, Adidas Eyewear

To learn more and to journey with the expedition: <http://www.oltre.mobi/>