

**09/06/2006 - 11/06/2006
PROEL celebrates its 15th anniversary**

PROEL was happy to give a hearty welcome to all its partners and friends arriving from all over the world to celebrate a very important birthday.

Product demonstrations, artistic exhibition and musical entertainment had featured heavily on the schedule, with numerous product demo artists performing over the three-day event. On the evening, three different free concerts have been offered not only to PROEL guests but also to local citizens who enjoyed a very special time.

On Friday, in the marvellous natural landscape of Lago Verde, "I Sinfonici" Orchestra exhibited in The World of classic, a tribute to Mozart on the 250th anniversary of his birth, along with Musical revival – the best movie soundtracks from Morricone, Rota, Zimmer and Williams.

On Saturday, it was time for PROEL Endorsers Show, a great concert performed by the company most known artists and friends: the drummer Daniele Chiantese and its inseparable Tamburo drums, the best Polish bass-player Wojtek Pilichowski - Ashdown and Mayones endorser, Ivano Leva on the piano, Ernesttico and his Cuba Jazz Band playing with Toca percussions. At the end, the wonderful voice of Charles Tweedie and the great J&B band soul-jazz rhythm awed definitely the audience.

On Sunday evening, the incredible PROEL Tribute Band Festival, featured the most famous Italian cover bands performing at their best in the 15th anniversary closing concert at S.Omero stadium: Achtung babies (U2), Beatles for sale (Beatles), Fluido Rosa (Pink Floyd), Innuendo (Queen).

A very special time was also dedicated to visit the little city where PROEL was established in 1991 and its beautiful surrounding territories (the Adriatic Sea and the Gran Sasso Mountain, Ascoli Piceno medieval city). PROEL offered all also the chance to visit local winemakers and cellars, and to taste the most famous Italian food and delicious.

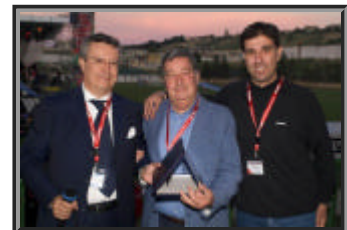
During the 15th anniversary celebrations the PROEL Chairman Fabrizio Sorbi took also the opportunity to show company's ambitious goals and projects, starting from the very big one: the huge building that will be soon established next to S.Omero world headquarters, covering an area of 24.000 sm. The project - named as "Live the music" - will feature a bigger warehouse and new structures for supply chain and production, but also an auditorium, a library, a nursery, and many other facilities for employees and visitors. Having the presence of local main authorities, "the laying of the corner stone" ceremony marked official start of construction project for the new establishment that will shape a glorious future for the Italian company.
Happy birthday again PROEL!



One of the three big concerts held during the 15th anniversary celebrations



"The laying of the corner stone" ceremony marked official start of construction project for PROEL new establishment



The chairman Fabrizio Sorbi awarded PROEL national and international partners

Gallery: PROEL 15th ANNIVERSARY

