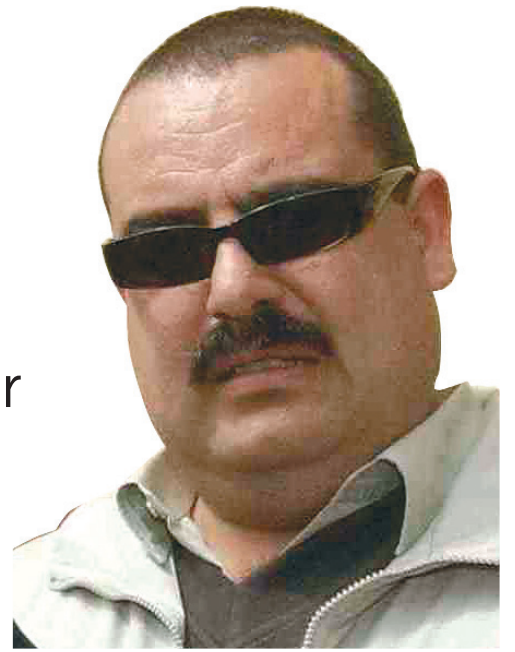




## Man turns himself in after fatal shootout

Dione Mercieca, 46 from Birkirkara, yesterday gave himself up to the police in connection with the murder of his business partner in Qormi yesterday morning

Story on page 5 ▶



## We were 'One'... now we're 'redtouch fone'

JULIA FARRUGIA

ONE Productions Limited has no other option but to literally paint the town red: MaltaToday Midweek can reveal that the Malta Labour Party will be re-naming its mobile telephony subsidiary "redtouch fone", instead of One Mobile Ltd.

Last week One Telecom won a prohibitory injunction against ONE Productions, after the court ruled that the One Telecom brand name had



been registered before that of the MLP's mobile telephony service, and observed that two brands with the same name would create confusion in the market.

This meant that ONE Productions had to scuttle their original plans, including the already printed material and merchandising featuring thousands of sim cards, top-up vouchers, starter packs, stationery, artwork and advertising material, all bearing the 'old' logo.

pg 8 ▶

## Hugh Hefner wannabe thwarted One Mobile's plans

MATTHEW VELLA

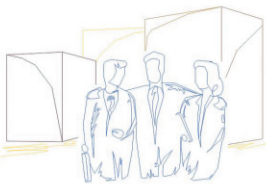
THE entrepreneur who managed to ruin plans for One Productions to launch its mobile telephony service by winning a copyright battle on the brand name, was the publisher of the short-lived, Maltese soft-core porn magazine Playpen.

Gordon Debono, who told MaltaToday last week he intends offering a mobile telephony service, was the publisher of two lone issues of Playpen, a mediocre offering of glamour models in their birthday suits.

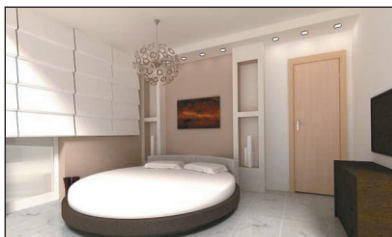
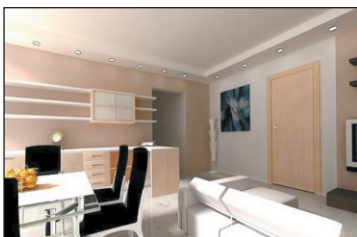
pg 8 ▶



Playpen Magazine: Malta's short-lived answer to Playboy



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