



VODAFONE ITALIA AND GOLETTA VERDE 2003

INFORMATION ON THE STATE OF ITALY'S SEAWATER VIA SMS
AN MMS TO REPORT THE MOST BEAUTIFUL OR WORST KEPT BEACHES

115,000 requests for information via SMS, WAP and WEB since July 1

Rome, August 22, 2003 - For the fifth consecutive year, Vodafone Italia was aboard the Goletta Verde to check on the waters around Italy's 8,000-kilometre coastline, using its technology and services to transmit the findings.

From **July 1 to October 30**, anyone who owns a cell phone can either request information on the health of Italy's seas via SMS, by accessing Vodafone's WAP site, or via the WEB. A total of 115,000 requests for information have been received from sea lovers to date.

From this year users can also let Legambiente know about the most beautiful or worst kept beaches, sending a photo via **MMS** to **340 4310039** (at the cost of a normal MMS) indicating the location. Legambiente will then publish the most significant pictures on its web site (www.legambiente.it).

SMS

All customers need do is send an SMS with the name of a particular resort to **340 4310039** to receive information on the state of the beaches and water in the area, all at the cost of a normal SMS. Goletta Verde will then respond in real time with the latest update via SMS.

Vodafone's WAP site

By accessing Vodafone live!'s *In Giro / Viaggi* menu, customers can obtain information on the stops to be made by Goletta Verde, on Italy's best beaches, diving locations, marine reserves and on recommended tours, and view Goletta Verde's photo gallery. This service is also on offer to the customers of other operators at www.gv2003.it.

WEB

The pictures sent from the two Goletta Verde boats may be seen at Vodafone Italia's site at www.vodafone.it as they arrive.