



VODAFONE ITALIA: €1,405,160.87 RAISED FOR THE *FABBRICA DEL SORRISO*

Milan, October 16, 2003 - Vodafone Italia has raised **€1,405,160.87** for four associations, ABIO, AMREF, CESVI and the Lega del Filo d'Oro, as a result of the *Fabbrica del Sorriso* initiative organised by the non-profit organisation, Mediafriends.

The TV fundraising campaign, which took place between October 8 and 15, 2003, involved over 5,000 people manning the **190 customer service line**, which collected telephone donations from **15,000 TV viewers**. 190 callers were greeted by a message of welcome from Michelle Hunziker.

1 million Super Solidarity Messages were sent by TV viewers, who in this way donated a total of **€1,172,605.87**.

Donations could be made by sending an **SMS worth either €1.00 or for the first time €2.00**.

Messages donating €2.00 proved a great success: the **484,953 SMS** received represented around half of the total amount raised by Vodafone Italia.

At the close of the *Fabbrica del Sorriso* campaign, the *Super Solidarity Message*, conceived by Vodafone Italia in April 2002 as a means of collecting funds for charity, has so far raised a total of around €5.5m.

The Super Solidarity Message enables customers to give a pre-established sum to charity by simply sending an SMS. The cost of the service is automatically deducted from the customer's top-up card or charged to his or her next phone bill.

Each message costs €1.00: this amount (net of VAT) is sent to the charity with no additional costs or earnings for the Company.

Vodafone Italia was awarded a prize for the best social marketing project following the use of its Super Solidarity Message to raise funds for CESVI's "Let's stop AIDS in its tracks" campaign.