



VODAFONE TO ATTEND THIRD BUSINESS FAIR

THE COMPANY'S SUCCESS TO BE DISCUSSED AT THREE WORKSHOPS

NEW SME SOLUTIONS

Venice, March 2, 2005. For the first time Vodafone is partnering Italy's Third Business Fair and will contribute by presenting its own case history during three workshops.

The first workshop, "How Information Technology cuts costs", will be held on March 10 and led by **Alessandro Massolo**, *Corporate Mobile Solutions Director*.

The next session, Company Television, will be run by **Caterina Pierrottet**, *Internal and Online Communication*.

Finally, the focus will shift to Retail Management as a means of growing a business. The workshop is scheduled for March 12 and will be led by **Patrizia Zanotti**, *Area Manager Promoter and Sales Account* at Vodafone.

Vodafone will have a number of stands at the Third Business Fair in order to show off its products for corporate customers: the **Blackberry 7100** and **7230**, the **Vodafone UMTS Mobile Connect Card** and the **Qtek 9090**. In addition, thanks to the new **UMTS handsets**, it will be possible to try out *Vodafone Live!* services such as *Live TV!* and *Live Music!* and video calling.