

VODAFONE JOINS THE SUMMER FUN IN COMO

All information free via SMS.

4399029 - 340 4399029

Como, June 18, 2005 – Vodafone is joining in with the summer fun in Como. As a partner of the municipal authority's Department of Culture and Tourism, it is making a free SMS information service available to the public, covering the various events planned.

The partnership with the local authority in Como is based on a common interest in music, which has often provided the backing for the Company's adverts, helping to launch real music and fashion crazes.

The SMS service will be available throughout the "Estate Como 2005" festival, providing up-to-date information on the planned events. It is easy to subscribe: all users have to do is enter "Como" into their cell phones and send an SMS (at the cost of a normal message) to **4399029** if a Vodafone customer, or to **340 4399029** if the customer of another operator.

For further information contact:

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