

## **VODAFONE ITALIA AND GOLETTA VERDE 2005**

### INFORMATION ON THE STATE OF ITALY'S SEAWATER ON VODAFONE LIVE! AND VIA SMS

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*Over 130,000 requests for info in 2004*

For the seventh consecutive year, Vodafone Italia is jumping 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.

Between July and September of last year over 130,000 requests for information were received from sea lovers.

From June 26 to September 30, anyone who owns a cell phone can request information on the health of Italy's seas from *Legambiente* on **Vodafone Live!**, **via SMS and on the WEB.**

#### **Vodafone Live!**

Customers of Vodafone Live! can access Vodafone's wireless portal and enter the "Novità" menu, or "Più live!" in the "Viaggi e Cultura" section, in order to find information on the quality of the seawater and the country's most beautiful beaches, the ships involved, photos and the programme showing all the stops to be made by *Goletta Verde*.

#### **SMS**

All users need do is send an SMS with the name of a particular resort to **340 4399439**, regardless of whether they are Vodafone customers or not, 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.

#### **WEB**

All the information will also be accessible via internet at [www.vodafone.it](http://www.vodafone.it) and [www.legambiente.com](http://www.legambiente.com)

This initiative confirms Vodafone's commitment to promoting sustainable development and to the environment, thus ensuring a cleaner world for future generations. Providing services that help in developing environmental awareness is, for us, already a way of looking at the world through the eyes of tomorrow.

A press campaign designed to publicise the initiative is again being conducted in national and local newspapers. For the first time this year it is possible for readers to turn the page carrying the advertisement into a small paper boat, representing the *Goletta*.