



VODAFONE SEEKS OUT THE FITTEST-LOOKING PERSON

CASTING VIA MOBILE PHONE AND SMS VOTING BY THE GENERAL PUBLIC

340 4399995

6 September 2005 – **Vodafone** is taking part at the ***Bergamo Fitness Village*** and during the three-day event – with the help of the general public – will seek out the fittest-looking person there. Once again Vodafone is supporting the city and its sports events in a creative way.

All athletes who wish to take part in the initiative can enrol for the Vodafone Master Classes at the Vodafone stand while the event lasts. During the lessons hostesses will take photos of the athletes on mobile phones, thus carrying out an actual casting.

The athletes' pictures will be projected on large screens at the venue, and put to vote by the general public. People can opt for their favourite by sending an SMS (at the cost of a normal message) to 3499992 for Vodafone customers or 340 4399992 for other operators' customers, indicating in the text the name and number of the athlete they reckon is the fittest.

The athlete considered to be the "*fittest-looking*" will be awarded a superb Vodafone Live! UMTS, Motorola V1050, whilst among the voters, two lucky winners will be drawn – one male and one female – who will receive two fitness bags provided by JTB (full competition rules are available at: www.promoberg.it).

Vodafone is a partner of "*Bergamo Fitness Village*" with Trony Mammoleggi & Maccarini Vodafone One among the sponsors.