

**VODAFONE AND LEGAMBIENTE
CLEANING UP THE WORLD TOGETHER**

FROM SEPTEMBER 23 TO 25 IN ALMOST 2,000 LOCATIONS AROUND
ITALY

Milan, September 22, 2005 – Vodafone Italia is working with Legambiente in order support the Italian version of **Clean Up The World**, a global voluntary environmental initiative that has so far involved over 40 million people in 120 countries. The initiative aims to remove rubbish from and clean up parks, gardens, roads, squares, rivers and beaches throughout the cities of the world. This year's event is to be held between September 23 and 25.

The event, which has been organised by **Legambiente** in each of the last ten years, will this year see **Vodafone Italia** directly involved, thereby reinforcing its relations with the environmental group, whose Goletta Verde project, designed to identify the country's cleanest sea water and combat destruction of the coastal environment, the Company has supported for several years now. Vodafone has always shown commitment to the environment, in total accordance with its mission and values. Proof of this will be provided by Vodafone Italia staff: a hundred of them will be in the squares of Rome, Milan, Naples and Bologna on Friday to take part in the initiative.

Vodafone is also making its technology available to support **Clean Up The World 2005**:

SMS RECOMMENDATIONS: send an SMS telling everyone about your favourite square or location to 3404399999;

SMS INFO: send an SMS to 3404399999 with the name of your municipality to find out if it is taking part in the initiative;

SMS AND MMS DESCRIPTION: have your say /tell us about the strangest thing you have seen in your life via SMS to 3404399999 or send an MMS to 346 4646434 showing the oddest object you have found during the **Clean Up The World** campaign.

The texts and pictures sent via SMS and MMS to the above services may be included in a special section of the web site of the radio programme, "Caterpillar", broadcast on Radio RAI 2 (www.caterueb.rai.it). (Further information is available at www.vodafone.it)

A total of 1,800 municipalities, including over 200 small towns (those with less than 5,000 inhabitants), took part in last year's event, which involved more than 700,000 volunteers. Over 4,000 areas, including squares, woods, roads, river banks and beaches were cleaned up, with around 2,000 tonnes of rubbish collected in the process.