



Vodafone and the Super Solidarity Message with the “Concerti Aperitivo del Carlino”.

A new fundraising initiative to buy life-saving equipment for the E&A unit at Ancona’s Salesi Hospital.

Ancona, December 13, 2005 - Vodafone sponsors the “Concerti Aperitivo del Carlino”, making its Super Solidarity Message available to collect money to finance the purchase of cutting-edge life-saving medical equipment for the Intensive Care Unit of the G. Salesi Children’s Hospital in Ancona.

From December 15, all Vodafone customers can send a **Solidarity SMS to the number 48533**, thus donating €3. The cost of the message will be automatically deducted from the top-up card or charged to the customer’s telephone account.

Fundraising will continue for the duration of the “Concerti Aperitivo col Carlino” event, until June 10, 2005.

Moreover, thanks to the new Vodafone initiative “**Segui il tuo euro**”, one person will be selected among all those who sent a Solidarity SMS and registered at the www.vodafone.it site to become the testimonial for the donation and be invited to see for themselves how the funds collected have been used.

The G. Salesi Hospital, which specialises in Paediatric Neonatology and Obstetric Gynaecology, currently offers 195 ordinary hospital beds, 20 cribs in the Nursery and 26 beds for day hospital/day surgery.

The Super Solidarity Message has been used in the past with great success in many fundraising social initiatives, such as the CESVI “Let’s stop AIDS in its tracks” project, on the occasion of the floods in Friuli in 2003, for the Lega del Filo D’Oro, AIRC, La Fabbrica del Sorriso and the children of Beslan.

A small gesture for a great cause!