

VODAFONE ITALIA ON THE SKI SLOPES OF CORTINA

KEEPING FANS COMPANY ALL THROUGH THE SKI SEASON

Cortina, December 16 – This year for the first time **Vodafone Italia** is keeping skiers and mountain lovers company on the slopes. In Cortina, Pearl of the Dolomites, Vodafone Italia will be working with the **Cortina Ski School** and the **Cortina Ski Club** for the entire 2005-2006 season.

Vodafone aims to provide assistance for all skiers, both amateurs and professionals, since the teachers of the Cortina Ski School deal with children and adults who are being introduced to this sport, while the Cortina Ski Club counts leading young Italian athletes among its members.

The initiative confirms Vodafone Italia's presence in the ski world in the year of the Winter Olympics in Turin, following last October's technology partnership with the Fiamme Gialle Sports Group of the Financial Police. Through the **Fiamme Gialle News** service, customers can send an SMS with a text including the words FIAMME GIALLE to the Vodafone number **340.439.99.99** to receive free news, results and tidbits about the Group's skiers, as they represent Italy in the principal international and domestic competitions.