



VODAFONE PARTNERS MASTERS WORLD CUP 2006

ALL INFO AVAILABLE VIA SMS DIRECTLY TO CELL PHONES

340 4399009

Milan, January 31, 2006 – **Vodafone Italia** is the technology partner for the latest edition of the “**Masters World Cup**”, which will take place in Brusson between February 4 and 11, 2006, supplying free information on the races and all related events (concerts, etc.) via SMS.

Anyone taking part in or visiting the “**Masters World Cup**” can register for the service simply by sending an SMS, charged according to their regular price plan, to 340 4399009 and including “info i” in the message in order to obtain information in Italian and “info e” for information in English. Those who have registered will then receive, free of charge, all the info they need to make the most of the event. Mobile users can also register for the SMS service by visiting www.mwc2006.com and filling in the appropriate form.

This initiative marks **Vodafone Italia**’s decision to extend its commitment to the world of sport and skiing during what is a Winter Olympic year, and follows on from the important new sponsorship agreement with the Valle d’Aosta’s historic Cervinia Ski School.