

VODAFONE ITALIA FOR MILES DAVIS

INFO ABOUT JAZZ CONCERTS ON YOUR MOBILE

SEND AN SMS TO THE VODAFONE NUMBER 340 43 99 008

Rome, April 20, 2005. In honour of Miles Davis, the legendary musician, **Vodafone Italia** is partnering the **Veneto Regional Authority** and **Veneto Jazz** in 2006, in order to organise a special event bringing jazz concerts, exhibitions, conferences and leading testimonials to the Veneto area.

Vodafone Italia puts its technology at the service of culture and music. All mobile phone users can call a special Vodafone number to receive information about concerts via SMS. For free info about the principal concert venues, dates and times, simply send a message “Jazz On” to the Vodafone number **340 43 99 008** . The service will be activated from June 1, 2006.

Vodafone Italia and **Veneto Jazz** will be partners for the second year running, after the success of 2005. The concerts will be held in Veneto’s main cities, in exceptionally fine settings. Vodafone technology makes it possible to choose the concerts you wish to attend thanks to information received via SMS.

Once again Vodafone Italia, whose main offices in North-eastern Italy are in Padua, has demonstrated its commitment to working with local institutions, by collaborating with the Veneto Regional Authority on an event of international importance.