



**FOR SECOND YEAR RUNNING VODAFONE ITALIA ENABLES
PUBLIC TO VOTE ON BEST TROMPE L'OEIL VIA SMS**

Send an SMS to “340 4399010” to vote for your favourite painter or
painting and win a Vodafone mobile phone

May 19, 20 and 21, 2006.

May 12, 2006, Bordighera - For the second year running Vodafone Italia is taking part in the *International Trompe l'Oeil Festival* held in Lodi on May 19, 20 and 21 and is presenting, together with the Primaluce Association, a prize awarded by the public through the “Vote for your favourite work of art” initiative.

During the Festival all visitors, except for the painters themselves, can vote for the painting they consider best simply by sending an SMS (at the cost usually applied by the operator) to the number “340 4399010” containing the artist’s name or the number associated with his work.

The painter or painting that receives most votes, as well as one of the voters drawn by lot, will be awarded a Vodafone Live! UMTS Samsung Z V30 mobile phone, worth around €300, as a prize.

The competition will be announced on the www.vodafone.it site, through leaflets and in the press. Regulations are published in full on the www.trompeloeilfestival.com and www.vodafone.it sites.

The initiative confirms Vodafone Italia’s close links with the City of Lodi, as confirmed by the recent information service on summer events in Lodi, created in collaboration with the Municipal Authority.