



VODAFONE ITALIA “RUNS” THE LAKE MAGGIORE HALF-MARATHON.

Send a message to 340 4399995 containing the text “Maratonina news” for times and dates via SMS

Varese, May 17, 2006 - **Vodafone Italia** is taking part in the Lake Maggiore Half-Marathon and, as technology partner, is offering an SMS service allowing you to receive free information about the race and connected events directly on your mobile phone.

Subscribing to the service is easy - just send an SMS, at the cost of a normal message, with the text “maratonina news” to the number “340 4399995” and you will receive free information about times and dates of the sports event.

By supporting the Lake Maggiore Half-Marathon Vodafone Italia, the second most important operator in the Italian mobile telephony market, intends to reinforce its links with the local area and institutions - and naturally, with its numerous customers.

On the day of the event Vodafone Italia will be represented by a stand presenting Vodafone’s new products and services.