



VALLE D'AOSTA AND VODAFONE LAUNCH THE "SHOOT AND WIN!" COMPETITION

Two weekends in the Aosta Valley and 4 Vodafone Live! UMTS mobile phones to be won

From June 1 to September 30, 2006

send your MMS to the number 346 4646423.

Milan, 26 May 2006 – Vodafone is supporting the MMS competition "Shoot and win" organised by the Autonomous Region of Valle d'Aosta from June 1 to September 30, as part of the "Valle d'Aosta is always beautiful" campaign.

The competition is aimed at tourists and residents who spend the period from June to September in the Aosta Valley and consists in sending an MMS with a photograph illustrating the region's attractions. The aim is to invite people to express their view of the region and its attractions through the immediate medium of a photograph taken with their mobile phone.

The rules and regulations are available at www.regione.vda.it. Participants can send a maximum of 5 MMS containing photographs and indicating the place where they were taken to the number **346 4646423**. A jury will select the 6 photographs considered to be the ones that best represent the attractions of the Aosta Valley. The photographs will be published on the Regional Authority's web site.

The photographs awarded first and second place will win a weekend in the Aosta Valley for 2 people worth €575 on average, the third and fourth places will win a Vodafone Live UMTS SAMSUNG Z540 V BLACK mobile phone, worth €469 (plus VAT), while the fifth and sixth places will win a Vodafone Live NOKIA 6680 Silver, worth €399 (plus VAT).

The competition is part of the Regional Tourist Board's national communication campaign designed to promote the Aosta Valley's image and what it has to offer. The initiative will be promoted through special leaflets, postcards and newsletters. The creative input centres on an allusive title that plays on the Aosta Valley's beautiful landscapes, whilst also hinting at the mobile phone's reception capacity. The initiative will also be promoted on the radio in 45" announcements.

Besides offering the prizes, Vodafone is supporting the Regional Authority in managing the competition's technical aspects and is playing an active role in its creation.