



VODAFONE ITALIA PUTS TECHNOLOGY IN THE SPOTLIGHT

Booking theatre tickets via SMS for the very first time at the Teatro della Tosse

Genoa, July 11, 2006 – This summer **Vodafone Italia** is partnering the **Teatro della Tosse** by using its technology to make it possible, for the first time in Italy, to book tickets for performances directly via SMS.

From now on, whoever their operator is, theatre goers can book tickets for a performance simply by sending an SMS (at the cost established in their regular price plan) to **340 4399010** and including in the text your name (e.g. Mario Rossi), the date of the performance in numbers (e.g. 29/06/2006), the name of the play and the number of places required (e.g. 2).

The system will process the bookings and confirm them via SMS free of charge. The tickets will then be available at the ticket office and must be picked up before 20.30 on the evening of the performance.

Tickets for performances on the same day cannot be booked via SMS.

Vodafone Italia is making its free SMS information service, which one automatically subscribes to when booking tickets via SMS, available to the Teatro della Tosse. For information and further details, see www.teatrodellatosse.it.

Through this partnership Vodafone Italia is once again promoting the use of technology to improve the quality of services and consequently people's quality of life – this time in Liguria, in keeping with local traditions.