

**VODAFONE ITALIA PARTNERS  
MANTUA'S FESTIVAL LETTERATURA**

Times of events during the tenth edition to be communicated via SMS.

Service activated by sending message to 340 43 99 030.

*Mantua, 27 July 2006* – Vodafone Italia is partnering Mantua's historic Festival Letteratura and making its SMS information service available to the organisers, to communicate the times of meetings with authors and theatre and musical events, to be held in unusual locations of great historical and artistic importance. The service will also keep the public informed about events that are new for this year's festival.

From this year, it is possible for visitors to the festival to receive all the essential information about events, sent directly to their cell phones. This means that they will be kept up-to-date, even when away from home and they don't have a newspaper to hand. All anyone wishing to use the new service has to do is send the message "**Festival ON**" to the number **340 43 99 030**. The service is totally free of charge and the information sent will be limited to the period 21 August - 10 September 2006.

The service can be de-activated at any time by sending an SMS to the same number, with the text "Festival Off". The messages activating and de-activating the service will be charged according to the user's normal price plan.

In July **Vodafone Italia** launched its **Super UMTS** service in the city of Mantua. Thanks to mobile broadband, Vodafone customers can navigate in internet at 1.8 megabits a second, enjoying speeds that are four times faster than the current UMTS service, while on the move. During the **Festival Letteratura**, Vodafone Italia looks forward to welcoming everyone to the **Vodafone One stores in Mantua** in order to find out about the new services and special offers for its customers.