



TRUFFLE TASTINGS AND INFO VIA SMS
VODAFONE ITALIA IS OFFICIAL PARTNER FOR
ALBA'S 76th WHITE TRUFFLE FAIR

A special service with all the latest news about the fair via SMS is about to be launched.

Subscribers are offered a free tasting session at the Palatartufo.

340 4399022

Alba, 26 September 2006 – **Vodafone Italia**, the leading mobile operator, is the official sponsor this year for the 76th White Truffle Fair being held in Alba and, in its role as technology partner, will offer a free SMS information service covering the event from 30 September to 5 November.

Anyone wishing to register for the service just has to send an SMS to 340 4399022 (at the cost of a normal message) with the text "Tartufo". For the entire duration of the fair they will automatically receive free updates and information about meetings, events and shows included in the Truffle Fair programme direct to their mobile phone. To cancel their registration, all they have to do is send an SMS to 340 4399022 at any time with the text "Tartufo OFF".

Subscribers to the SMS information service are offered a free tasting session at the Palatartufo. To collect the complimentary coupon, they just have to go to the Vodafone stand at the entrance to the Fair and show the SMS received at the time of registration.

Vodafone Italia, Italy's second largest mobile operator, has always been involved in the promotion of local initiatives, whilst also aiming, thanks to its technology, to offer local authorities a means of communicating directly with the general public. This is why this year Vodafone Italia has decided to make a creative and technological contribution to the event that is most representative of Alba and the surrounding area.