

## VODAFONE ITALIA TURNS CORTINA INTO THE WINTER TECHNOLOGY CAPITAL

### SKI CLUB AND SKI SCHOOL WITH VODAFONE ITALIA FOR THE SECOND CONSECUTIVE YEAR

**Cortina, 14 December** – For the second consecutive year, **Vodafone Italia** is keeping skiers and mountain lovers company on the slopes. In Cortina, known as the Pearl of the Dolomites, Vodafone Italia will be working with the professional athletes of the **Cortina Ski Club** and amateurs from the **Cortina Ski School** for the entire 2006-2007 season.

Vodafone Italia will be present at Cortina Ski Club competitions, where both public and athletes will be offered the opportunity to combine the enthusiasm and competitive spirit of skiing events with the chance to try out mobile products and services - an initiative that will make Cortina the setting for the presentation of Vodafone Italia's most important innovations.

Since 2005 Connect Cards, Palmtops and Telephones, as well as all Vodafone Italia services, can be tried out in the Vodafone One shop in Corso Italia. In July 2006 the company launched the **Super UMTS Broadband** service, enabling customers to surf the net and read e-mails on their mobile phones, **at speeds up to four times faster than UMTS**. At the Vodafone One shop they can also try the brand-new Nokia N73 and all the latest Vodafone Christmas offers.

This year too, in February the skiing competition featuring Vodafone North-eastern Region employees will take place at the famous "Socrepes" run. The Vodafone Ski Cup is now in its twelfth year and testifies to the Company's links with the city of Cortina.