



VODAFONE ITALIA SPONSORS NATIONAL PRIZE FOR INNOVATION 2007/2008

First Vodafone prize for the best business project.

The company will finance the competition entries of universities.

Sharing skills.

Guindani: *“Business incubators and university research can create entrepreneurial value and companies must contribute to their development”*

Milan, 13 June 2007 – Vodafone Italia supports the link between the academic research and the business world and the creation of highly innovative entrepreneurial projects. Vodafone will collaborate with **PNI Cube**, the association that has brought together business incubators, research centres and universities since 2004, in bringing about the **PNI**, the **National Prize for Innovation** for the years 2007-2009. The event features the best business projects to emerge from regional university competitions, the *“Start Cups”* or *“Business Plan Competitions”*.

As a partner of the project, Vodafone will contribute by making its skills available and by drawing up possible scenarios and prospects. Financially speaking, the Company will pay the competition entry fees of the winners of the Regional Start Cups, organised by Italy's major universities. During the national finals, Vodafone Italia will award the **Vodafone First Prize** for the best project of the year.

“As a company we have always focussed on innovative services, human resources and the market,” says **Pietro Guindani, CEO of Vodafone Italia**. *“We believe entrepreneurial value can be created through business incubators and university*

research and we share the same values and spirit that inspire the National Prize for Innovation”.

The National Prize for Innovation 2007 will be awarded in Naples in December. 42 winning projects from the 14 regional Start Cups organised by 33 universities throughout Italy will be competing for the “Vodafone First Prize”.