



news release

VODAFONE SUPER COMPETITION, WIN 100 SLKs IN 100 DAYS

Anyone sending SMS to 444 to buy ringtones, logos, wallpapers and games could win Mercedes-Benz coupe every day

Milan, 29 August 2004 – ‘**100 SLKs in 100 days**’, the biggest mobile phone competition ever, is being launched today, with Vodafone Italia offering one hundred prestigious Mercedes-Benz SLKs as prizes.

To take part customers just have to send an SMS with the text ‘slk’ to the number 444 and, at the cost of €1, download content from the Vodafone live! portal or the www.vodafone.it site. There is a choice of a number of ringtones, logos and wallpapers to personalise cell phones or games to play online. Customers can download the content up to 30 days after receiving an SMS confirming their purchase.

The **SMS enables customers to download the content of their choice – and it also allows them to take part in the competition offering one Mercedes-Benz SLK 200 kompressor per day as a prize.** Customers can play as often as they want – the more they play, the more chance they have of winning.

There are other prizes to be won too: besides the 100 SLKs there will be three special draws, one a month, for those who have taken part in the competition over the previous thirty days. The prizes on offer are three Mercedes-Benz ML280CDIs.

The competition begins today and will continue until 6 December 2007. For the full rules, terms and conditions of the service, visit www.vodafone.it. For more information, customers can call 444 free of charge.