



news release

Life is Snow 2008

Vodafone's winter tour begins

win exclusive prizes from rip curl

Milan, 1 February 2008 – For the second consecutive year Vodafone Italia is organising its winter tour "Life is Snow". Once again, the tour will stop at some of the most prestigious Italian ski resorts to present Vodafone's wide range of products and services to skiers and snow lovers, and to distribute gadgets and gifts from Vodafone and Rip Curl, the famous Australian surfwear brand.

Every weekend in February and March 2008 the 10 members of the Life is Snow team will visit 8 ski resorts in northern and central Italy, taking in the towns and their ski runs, night clubs and bars. Special Vodafone Ski Passes will be handed out during the daytime, with an invitation to come to the Vodafone stand to find out about new offerings for contract customers and take part in a prize competition. Customers who show their ski pass and subscribe to Vodafone Facile Medium will immediately receive a free "Rip Curl and Life is Snow" backpack, while customers who show their ski pass and subscribe to the Vodafone Facile Large plan or the Vodafone Casa offerings will receive a free "Rip Curl and Life is Snow" ski suit. Finally, all customers who sign up for any one of the three offerings can take part in the draw to win a pair of Life is Snow skis, an exclusive design created specially for the winter tour.

The Life is Snow Tour 2008 will stop at the following resorts:

1, 2, 3 February 2008 – Courmayeur

8, 9, 10 February 2008 – Cervinia

15, 16, 17 February 2008 – Bardonecchia

22, 23, 24 February 2008 – Canazei

29 February/1, 2 March 2008 – Madonna di Campiglio

7, 8, 9 March 2008 – Medesimo

14, 15, 16 March 2008– Corsara

21, 22, 23 March 2008 – Roccaraso

More information on the “Life is Snow” 2008 tour is available at www.vodafone.it