



news release

Vodafone launches the Videofenomeni Awards

you and your mobile on Youtube

win a Palm Treo 500v every day

Milan, 6 February 2008 – Vodafone Italia is extending its presence on YouTube, the famous video-sharing site (www.youtube.com/vodafoneitalia) and is launching the Videofenomeni Awards, a new and original prize competition for web users, who are invited to create amusing videos featuring themselves and their mobile phones.

In June 2007 Vodafone launched the first channel entirely dedicated to a mobile operator on YouTube, enabling customers to upload and view their content linked to the world of Vodafone, from interpretations of the "Life is Now" claim to entertaining spoof TV ads. Surfers visiting the www.youtube.com/vodafoneitalia site can feel free, thanks to the Videofenomeni Awards, to describe their relationship with their mobiles. Customers who take part in the new competition are required to invent new, amusing ways of interpreting the mobile phone by creating special videos, which will then feature on the homepage of the Vodafone Italia channel on YouTube. Users can see their videos, and the ones sent by other participants, by simply visiting the www.youtube.com/vodafoneitalia site - what's more, every day they can win a Palm Treo 550v, the Smartphone that runs on a Windows® Mobile® 6.0 standard platform and has a full keyboard, a large screen and video streaming and multi-messaging capabilities, all combined with a new design.

The Videofenomeni Awards have been devised in collaboration with Neo Network, the digital entertainment company that is part of the Magnolia Group, a leader in the TV and digital entertainment sector and the producer of some of the most popular Italian TV formats, including *L'Isola dei Famosi*, *L'eredità*, *Markette* and *Camera Cafè*.

Any one wishing to take part in the Videofenomeni Awards should just go to www.youtube.com/vodafoneitalia and click on the special banner on the homepage or surf the special www.videofenomeniaward.com site. The competition will run until 13 May 2008.