



VODAFONE ITALIA: THE SOUL OF THE 20TH CENTURY VIA SMS.

Vodafone Italia partners exhibition "*The Soul of the 20th Century. Nostalgic for Hope*" and launches SMS information service.

*To register, just send an SMS to 340 4399013
with the text "Piacenza".*

Milan, 28 September 2006 – Vodafone Italia is promoting the exhibition "*The Soul of the 20th century. Nostalgic for Hope*" and, as technology partner, is offering the opportunity to receive free messages with information about the event directly to users' mobile phones.

All anyone wishing to register for the service must do is send an SMS to **340 4399013** (at the cost of a normal message) and they will automatically receive free information via SMS about opening times, ticket prices and related events. To cancel the registration at any time, they just have to send an SMS to the same number with the text "Piacenza OFF".

Vodafone Italia has chosen to promote *The Soul of the 20th Century* in line with its interest in cultural matters, in which it aims to play an important role by offering something more than traditional corporate support for artistic events, based on a direct commitment to the creation of ideas and the provision of support for major cultural projects.

In addition to its artistic involvement, Vodafone Italia wishes to demonstrate its commitment to the city of Piacenza, where it has several outlets and numerous customers.