

PRESS RELEASE

Vodafone Italia and the “Mario Brancaccio” Cultural Association are returning the Parthenopian sculpture to Naples

From 11 June the facade of the San Carlo Theatre will regain its original appearance as designed by the architect, Antonio Piccolini, in 1816

Naples, 6 June 2007 - This major restoration project testifies to **Vodafone Italia's** commitment to not just implementing its business strategies but also putting into practice its corporate values, such as interaction with the social, environmental and cultural contexts in which it operates.

The sculpture was restored and subsequently replaced in its original position thanks to the long-term partnership between the “**Mario Brancaccio**” **Cultural Association**, Italy's most important film club with over 8,000 members, and **Vodafone Italia**, the world's largest mobile phone operator, with over 27 million customers in Italy and one of its most important offices in Naples-Pozzuoli. In 2002 this same partnership resulted in the restoration of the “Lions” in Piazza dei Martiri, after it was damaged by unknown vandals.

Michelangelo Suigo, head of Local Government Relations for Italy says, “This initiative, first planned two years ago, is consistent with our *Corporate Social Responsibility* policies, thanks to which in October 2006 Vodafone was awarded the honour of ranking among the ten companies in the world most committed to ensuring the sustainability of its activities (Global Accountability 50+). Besides its commitment to the environment (separate collection of mobile phones and spent batteries, a campaign in support of *Goletta Verde* and “Let's Clean Up the World”) Vodafone has launched the Super Solidarity SMS, now universally recognised as a means of raising funds for charity. Moreover, the **Vodafone Italia Foundation** is another example of our unflagging commitment to promoting charity and aid, not only by spreading awareness of social, environmental and cultural issues, but also by making our technology available to support local organisations and foundations”.

To this end, **Vodafone Italia is making its Super Solidarity Message available to support the San Carlo Theatre Foundation.**

Campaign to support the Theatre: from today to 15 July **Vodafone customers** can send an SMS from their mobile phone at the cost of €3 to the number **48538**.

In exchange, they will receive a free **ringtone** via MMS with music by Mozart played by the San Carlo Theatre Orchestra. The donation automatically authorises Vodafone Italia to send on the ringtone.

Those who are **not Vodafone customers** can show their support, thanks to the collaboration of the Naples **Shopkeepers Association**, through a “direct” donation to be made in “**VODAFONEONE**” stores or in the over 150 shops throughout Naples where a moneybox specially created for the occasion is on display.

All donors, after communicating their mobile phone number and signing an authorisation form, can receive the free “**Mozart**” **ringtone** via MMS sent by Vodafone Italia.

All proceeds from the Super Solidarity Message and the direct collection of funds will go to the San Carlo Theatre Foundation.