



VODAFONE ITALIA PUTS ON SKIS AT CERVINIA

Sponsor of the Cervino Ski School for the 2005-2006 skiing season

On December 26 and 27 games for children, entertainment with the Vodafone Live!

UMTS services and hot chocolate at the foot of the runs, near the playground.

***At Aosta on December 27 and 28, Vodafone presents the only snowboard simulator
and the chance to win a Vodafone Live! UMTS mobile phone***

Free info via SMS for Cervino School customers at 340 4399994

Cervinia, December 27, 2005 – **Vodafone Italia** announces a major new sponsorship agreement in Valle d'Aosta with the famous Cervino Ski School, thus confirming Italy's second mobile telephony operator's commitment, in the year of the Winter Olympics, to the world of sport and ski.

Vodafone Italia will offer the Cervino School numbered breast plates for its pupils bearing the parents' mobile number, an extremely useful and reassuring idea (ski teachers will be able to identify each child's group promptly and, if necessary, contact the parents), while the role of sponsor involves other advantages, such as the brand name displayed on the ski teachers' snowsuits, major marketing opportunities such as hospitality, merchandising and promotional rights and the title of a winter circuit race.

Moreover Vodafone will be the School's Official Mobile Telephony Network and provide Ski School customers with a free service via SMS with information about skiing lessons, appointments and special events. To register customers need simply send an SMS to the number **4399994** for Vodafone customers or to **340 4399994** for customers of other operators (at the cost of a normal message) with the word "*Cervino*" included in the text, or register via the www.scuolacervino.com site and fill in the relevant form.

To launch the partnership Vodafone will be present on December 26 and 27 at the playground at the foot of the Cervinia runs. A gazebo will be set up where a team of entertainers will create a Christmas atmosphere, distributing hot chocolate and organising games for children in a ver



entertaining context. The new Vodafone Live! UMTS services will provide many interactive and technological games.

On December 27 and 28 the long-awaited snowboard simulator will come to Aosta, in Piazza Pretoria where you can experience the thrill of snowboarding and take part in a virtual race. The results of each race will be available at the city's Vodafone One points (Corso Lancieri 5/B e Via Porta Pretoria 40). The winner will be awarded a Vodafone Live! UMTS mobile phone as prize and all participants will receive a fantastic gadget.

Daniela Poggio

**Regional Communication North West
Media relation & Corporate communication**

Tel: +39 2 4143.7602
Fax: +39 2 4143.7191
Mobile: +39 348.6558882

E-mail: daniela.poggio@vodafone.com

Vodafone Omnitel N.V.
Società del gruppo Vodafone Group Plc.
Site Address: Via Caboto n. 7, 20094, Corsico (MI)