

VODAFONE ITALIA AND LOCAL CULTURE

Vodafone Italia is partnering the 11th edition of the “Massimo Troisi Prize”, devoted to discovering young people with talent in the ancient and noble art of “communication” through writing, images and words

Rome, July 6, 2006 – In partnering the 11th edition of the “Massimo Troisi Prize”, Vodafone Italia wishes to continue to achieve its aim of backing projects of great cultural interest throughout Italy.

The event basically consists in offering young Italians and foreigners the opportunity to express and show their talent in a wide-ranging context - an aim perfectly in keeping with one of Vodafone’s characteristic values: innovation.

Our experience over recent years, thanks to our involvement in projects designed to spread artistic and cultural content through the use of mobile technology, has caused Vodafone Italia to create various initiatives in which the Company participates directly in events and projects of great cultural interest. These have included *Media Connection* and *Media Lab*, both proof of the exceptional contribution of telecommunications to the exploitation of content.

Following the launch of 3G telephony services (UMTS) and, from June, of SUPER UMTS services too (based on HSDPA technology), in the wake of Vodafone Live!’s success Vodafone has further extended its capacity to offer its customers added value services in the most varied sectors: sports, games, cultural and artistic events, news, music, films.

The capacity to innovate and keep up with the times testifies to Vodafone Italia’s interest in its customers.

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