

**VODAFONE ITALIA'S TECHNOLOGY ALONGSIDE  
EUROPEAN U18 RUGBY CHAMPIONSHIPS**

FIXTURES AND RESULTS DIRECT TO YOUR CELL PHONE VIA SMS

*Treviso, 4 April 2006* – Vodafone Italia is supporting the youngsters involved in the **European Under-18** Rugby Championships, to be held in the Triveneto region between 8 and 15 April.

The leading telecommunications company is the technology partner for the event and will be taking to the field along with players from all over Europe in order to give voice to the rugby community. By sending an SMS with the words **RUGBY ON** to the Vodafone number **340 4399029** customers can request daily updates on upcoming games and the results of those played, all free of charge. Users can cancel their registration for the service at any time by sending a message with the words **RUGBY OFF**.

Vodafone Italia's technology and the world of Rugby have joined forces to promote dynamism and bring young people closer together, as part of one of the most important sporting events linked to the Triveneto region.