



MAGRITTE ON YOUR MOBILE

Free exhibition info via SMS.

Subscribers to receive LA BONNE FOI via MMS.

340 4399002

Como, March 24, 2006 – **Vodafone Italia** has chosen the upcoming exhibition to be held in Como as the next event to be sponsored as part of its backing for high-profile cultural events organised throughout Italy. The latest initiative will see the Company take on the role of corporate partner of the **Municipality of Como** for "*Magritte. The empire of light*".

With the aim of going beyond the usual corporate funding, by playing a direct role in the conception and creation of innovative art projects, Vodafone Italia has developed a free exhibition information service for the occasion.

Subscription is easy. All you need do is send a message (for the price of a normal SMS) to "**4399002**", in the case of Vodafone customers, or "**340 4399002**", for the customers of other operators, with the text "**Magritte**". In reply, subscribers will receive the picture selected to symbolise the exhibition, LA BONNE FOI, as a welcome message. They will subsequently be sent updates and information on opening hours, ticket prices, events and news.

Having collaborated with the Municipality of Como on the occasion of **Esco2005** (for which it will be the partner again in 2006), this latest partnership confirms Vodafone Italia's interest in the city and its institutions.