



**TIM, VODAFONE, WIND
SOLIDARITY WITH OSSETIA
IN COLLABORATION WITH THE NATIONAL CIVIL DEFENCE**

SINGLE NUMBER 48580 ACTIVATED FOR SMS DONATIONS

Rome, September 7, 2004 - Tim, Vodafone Italia and Wind are joining forces to offer help to the people caught up in the dramatic events in Ossetia.

The CEOs of the three mobile phone companies have decided to join with their customers in expressing solidarity with the people of Ossetia. They have asked the Department for Civil Defence, which was the first to start airlifting supplies to Ossetia from Italy, to put together, as soon as possible, a project aimed at setting up a centre for the psychological and physical rehabilitation of those injured in the terrorist attack on the school in Beslan.

The aim is to provide support for the victims of the attack, many of whom, due to the type of trauma suffered, will require rehabilitation and re-education therapy. The new centre will have to be supplied with special instruments and machinery, as well skilled technical staff, who will also need to train local personnel.

The mobile companies have activated a single number, **48580**, to which the country's over 50 million mobile customers can send an SMS with a value of €1.

The SMS Solidarity Message enables customers to donate a pre-established sum by sending a simple SMS. The sum donated is automatically deducted from topup cards or charged to subscribers' phone bills.

The entire sum of €1 (VAT excluded) will be used to fund the project, with no additional costs and without any revenues going to the mobile companies who are supporting the initiative.