



**FOR THIRD YEAR RUNNING VODAFONE ITALIA ENABLES  
PUBLIC TO VOTE ON BEST TROMPE L'OEIL VIA SMS**

*Send an SMS to “340 4399029” to vote for your favourite painter or  
painting and win a Vodafone mobile phone*

*25, 26, 27 MAY 2007*

*Lodi, 18 May 2007*– For the third year running **Vodafone Italia** is taking part in the “International Trompe l’Oeil Festival”, held in Lodi on 25, 26 and 27 May and is presenting, together with the Primaluce Association, a prize awarded by the public through the “**Vote for your favourite work of art**” initiative.

During the Festival all visitors, except for the painters themselves, can vote for the painting they consider best simply by sending an SMS (at the cost usually applied by the operator) to the number 340 4399029 containing the artist’s name or the number linked to his work.

The painter or painting that receives most votes, as well as one of the voters drawn by lot, will be awarded a **Vodafone VF710 Black** mobile phone.

The competition will be announced through leaflets and in the press. The regulations are published in full on the [www.trompeloeilfestival.com](http://www.trompeloeilfestival.com) site.

The initiative confirms Vodafone Italia’s close links with the City of Lodi, as testified by the recent participation in the “Scacco matto all’Avarizia” event and the “Vivi Lodi” information service on summer events in Lodi, created in collaboration with the Municipal Authority.