



## VODAFONE SUPPORTS THE PROVINCE OF GENOA

*PARTNERSHIP RENEWED FOR LIVE IN GENOA 2005.*

*Live in Genoa SMS*, the free concert information service gets underway

**4399995 - 340 4399995**

*Genoa, May 18, 2005* – Vodafone Italia, the country's number two mobile operator with over 22 million customers at December 2004, is to once again partner Genoa Provincial Authority in organising the *Live in Genoa 2005 - Music without frontiers* event.

The joint initiative follows on from the experience of last year and in the wake of Vodafone's ongoing relationship with the music business, which has often provided the backing for the Company's adverts, resulting in the launch of real music and fashion crazes.

Vodafone is again this year providing the free information service that enables music fans to receive text messages with info on individual concerts, such as ticket prices, advance sales and interesting snippets.

All users have to do to register is digit the word "Live" on their cell phone and send an SMS (charged according to their usual price plan) to **4399995** if a Vodafone customer, or **340 4399995** if the customer of another operator.

By taking part in the Provincial Authority's *Live in Genoa 2005* initiative, which follows on from the Luzzati exhibition, Vodafone Italia has reconfirmed the particular importance it gives to Liguria and above all the city of Genoa, where one of its main offices is located.