



VODAFONE ITALIA AND GOLETTA VERDE 2004

130,000 REQUESTS FOR INFORMATION ON THE STATE OF ITALY'S SEAWATER VIA SMS AND WEB

NUMBER OF USERS ACCESSING VIA VODAFONE LIVE! DOUBLES

Rome, August 24, 2004 - For the sixth consecutive year, Vodafone Italia was aboard the *Goletta Verde* to check on the waters around Italy's 8,000-kilometre coastline, using its technology and services to transmit the findings.

Once again this year witnessed an increase in the number of requests for information from sea lovers, which rose from the 100,000 of 2003 to 130,000 during summer 2004. This goes to show that the services offered by Vodafone are used by an ever wider and increasingly environmentally aware audience.

The service, which has been on offer since June 26, **will be available until October 31** for anyone who owns a cell phone capable of visualising information on the health of Italy's seas from *Legambiente* on **Vodafone Live!**, **via SMS and on the WEB.**

VODAFONE LIVE!

Customers of Vodafone Live!, the Vodafone Group's exclusive multimedia platform, can access the special *Goletta Verde* services from two menus: "Novità & Top", or "In giro" under the "Viaggi" section.

SMS

All you need do is send an SMS with the name of a particular resort to **4315600**, if a customer of Vodafone, or to **340 4315600**, if you use another operator, to receive information on the state of the beaches and water in the area, all at the cost of a normal SMS.

Goletta Verde will then respond in real time with the latest update via SMS.

WEB

All the information will also be accessible via internet at www.vodafone.it and www.legambiente.com.

The press campaign for 2004, designed to promote the initiatives organised by *Goletta Verde* and Vodafone, has been based around drawings produced by children from *Legambiente*'s "La banda del Cigno", an association that carries out environmental education projects in Italian schools.