



VODAFONE ITALIA AND GOLETTA VERDE 2004

INFORMATION ON THE STATE OF ITALY'S SEAWATER
ON THE VODAFONE LIVE! PORTAL AND VIA SMS

COMMUNICATION CAMPAIGN BASED ON DRAWINGS
BY CHILDREN FROM "LA BANDA DEL CIGNO"

June 25, 2004 - For the sixth consecutive year, Vodafone Italia is jumping 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.

Between July and September of last year over 100,000 requests for information were received from sea lovers.

From June 26 to October 30, anyone who owns a cell phone can request 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.

Finally, for the first time this year a press campaign is being run to promote the initiatives organised by *Goletta Verde* and Vodafone. The campaign is based around drawings produced by children from *Legambiente*'s "La banda del Cigno", an association that carries out environmental education projects in Italian schools.