

Venice, May 31, 2005

VODAFONE PARTNERS THE VENETO JAZZ FESTIVAL

THE DATES OF THE SHOWS ON YOUR MOBILE PHONE

*SEND AN SMS TO THE VODAFONE NUMBER **349 7152994***

Venice, May 31, 2005. From this year Vodafone will collaborate with *Veneto Jazz*, a festival entirely dedicated to jazz, finally available on your mobile phone too. Vodafone, the event's technology partner, is providing its customers with a special number that allows them to receive info about concerts directly via SMS.

To access the service, just send an SMS to the Vodafone number **349 7152994** mentioning the name of the province (e.g. Verona or Vr) to receive a real-time SMS with the dates, places and times of the next jazz concerts in the province indicated in the message.

Concerts will be held in the principal towns of the Veneto Region, in spectacular settings. The technology partnership with Vodafone makes it possible to get information via SMS and choose which event to go to.

This initiative follows in the wake of others undertaken by Vodafone in the music field: after the great success of **Juke Box**, the service that allows Vodafone customers to download songs on their mobile, **Vodafone live! TV music**, the new channel on the Vodafone live! portal, has been active for some months, providing access to exclusive charts showing the most popular real music ringing tones and ringtones downloaded on to mobiles. The charts are introduced and presented by a regular VJ, or rather Mobile J, Sara Valbusa.

Vodafone Omnitel N.V.
Società del gruppo Vodafone Group Plc.

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