

**THE VODAFONE ITALIA TEAM
PAOLO BERTOLUZZO BECOMES CHIEF COMMERCIAL
OFFICER**

Vodafone Italia's organisational structure is being strengthened with a view to improving the integration of commercial strategies and market focus. Paolo Bertoluzzo is the new Chief Commercial Officer. The Consumer Division, headed by Roberto Larocca, previously Consumer Sales Manager, and the Business Division, headed by Laura Cioli, as well as Customer Operations, led by Ferruccio Borsani, Commercial Planning, under Stefano Gastaut, formerly in charge of Strategy, and Brand and Advertising Division headed by Gianfranco Piccolo will all report to him.

Bertoluzzo, who has been with Vodafone Italia since 1999, will report directly to CEO Pietro Guindani, along with Margherita Della Valle, CFO, Michele Angelo Verna, Director of Human Resources and Organisation, Bianca Maria Martinelli, Director of Public and Legal Affairs, Didier Lebrat, Chief Technology Officer, Stefano Bargellini, Director of Safety, Security and Facilities, Francesca Fiore, Head of Supply Chain Management, and Silvia de Blasio, Head of Media Relations & Corporate Communication. Regional Managers Giovanni Orestano (North-western), Salvatore Saia (North-eastern), Pierpaolo Cardamone (Central) e Pasquale Fedele (Southern) also report to Pietro Guindani.

“The reorganisation will improve the integration of strategies and commercial policies and enhance our focus on the two Consumer and Business segments, since the new management will be in charge of all activities connected with devising the new commercial strategy, product development and the integrated management of Vodafone Italia customers. Once again, the change involves our leading people: all the managers promoted already belonged to the Vodafone Italia team, which has always stood for outstanding professional skills and a strong corporate culture,” said Pietro Guidani, CEO of Vodafone Italia.

Paolo Bertoluzzo becomes Chief Commercial Officer after having headed the Company's Consumer Division since February 2005. Having joined the Company in September 1999, he held the post of Strategic Planning and Business Development Director until November 2000, when he was appointed Head of Data-VAS and Multimedia.