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## VODAFONE AND SONY ERICSSON PRESENT NEW SONY ERICSSON VIVAZ

AVAILABLE STARTING FROM €0 WITH VODAFONE'S *PIU' FACILE* PLANS

*Milan, 9 March 2010* – Vodafone and Sony Ericsson announce that the new Sony Ericsson Vivaz will be available from today in all Vodafone shops and on line at [www.vodafone.it](http://www.vodafone.it). **Vodafone is offering its private customers the new Sony Ericsson Vivaz starting from €0 depending on their chosen price plan.**

**With the Sony Ericsson Vivaz communication truly becomes entertainment**, with high quality HD video allowing consumers to record and broadcast their favourite experiences with the latest video capture and sharing features. The Sony Ericsson Vivaz has a memory of up to 50MB, with a 8GB micro SD Card included in the package, a 3.2-inch display with over 16 million colours and 640x360 pixels, and a 8.1 megapixel camera with a 4x digital zoom. The phone is available in black, blue and pink.

The Sony Ericsson Vivaz also offers access to some of the principal **Vodafone 360** services, including the App Shop, where thousands of applications, music tracks and games are available, and the new personalisable Vodafone My Web portal, with permanent mobile phone and PC synchronisation. The Navigator and GPS function make it easy to reach any destination and visualise places of interest and favourite spots on the map. Vodafone Active Homescreen also gives you direct access to the internet from your mobile phone display, to all phone functions and applications with just one click.

Vodafone Italia is offering the new Sony Ericsson Vivaz to all its contract and pay as you go customers alike, in a wide range of offerings and tariff plans. Contract customers who choose one of the **Più Facile** plans can have their Sony Ericsson Vivaz at a bargain price (from €0 to €249 according to the plan selected), as well as free minutes to all numbers and unlimited calls to their favourite Vodafone number, without any connection charge.

Moreover, Vodafone is offering **Mobile Internet**, giving free access to all Vodafone 360 functions and services and free web navigation with the new Sony Ericsson Vivaz. Mobile Internet is the data offering that gives customers up to 2GB of traffic per month. It is available at €10 per month for contract customers and €3 per week (with 500MB of weekly traffic) for pay as you go customers.

Customers who choose the **Smartphone** offering can buy the Sony Ericsson Vivaz in €19 monthly instalments over 24 months, without any initial payment and with Mobile Internet included for internet use.

The Sony Ericsson Vivaz is also available to all pay as you go customers at €299.

For more info and to purchase on line, visit [www.vodafone.it](http://www.vodafone.it).

### **Vodafone Italia**

Vodafone Italia is part of the Vodafone Group, the world's leading international mobile communications company, with approximately 315 million customers at 30 June 2009.

The Vodafone Group has ownership interests in 31 countries and Partner Network agreements in a further 40. Vodafone Italia was Italy's first private mobile operator.

At 31 December 2009, Vodafone Italia reports 29,880,000 registered SIM cards. The company operates 8 Call Centres around Italy and more than 7,000 retail outlets.

Vodafone Italia's service revenue for the three months ended 31 December 2009 amounted to €2,116m, marking an increase of 0.7%. Total revenue for the period was €2,233m, up 2% on the same period of the previous year.

### **Sony Ericsson**

Sony Ericsson is a 50:50 joint venture established in October 2001 by Sony and Ericsson. It is based in London and has offices in its principal markets. Sony Ericsson's vision is to reinforce its position as a leading provider of Communication Entertainment, featuring new styles of communication that become entertainment through the internet and social media. Sony Ericsson offers users exciting experiences thanks to integration between mobile phones, accessories, content and applications.

For more info visit [www.sonyericsson.com](http://www.sonyericsson.com).