

VODAFONE REVOLUTIONISES ROAMING DATA TARIFFS

Simplicity and value for business customers when using services in Italy and overseas

Milan, June 13, 2005 - Following the success of the Vodafone Mobile Connect UMTS data card, with over 300,000 corporate users, the Vodafone Group announces a new data roaming tariff for business customers.

After Passport, the first price plan to be launched as part of the Vodafone Travel Promise initiative, enabling Vodafone customers who access the Group's networks to make calls at domestic rates, the Group is now launching the **Monthly Travel Tariff**.

The **Monthly Travel Tariff** allows Vodafone Mobile Connect Card users to have simple and rapid access to roaming services, whilst benefiting from easily predictable prices, thanks to a flat rate charge of €75 per month to send or receive up to 100 MB of data. The tariff is valid when using Vodafone Group or partner networks.

Vodafone Italia is also offering the **Data International 30** option for people who make less frequent use of data roaming services. This allows customers to receive or send up to 20 MB of GPRS and UMTS roaming traffic over Vodafone or partner networks for a flat rate charge of €30.

The new prices, which will be available from June 19, underline Vodafone's commitment to offer its customers simple and predictable pricing when using its roaming services.

Commenting on this industry leading initiative, Martin Gutberlet, Principal EMEA Analyst at Gartner, said: "Currently, business travelers can incur data charges of up to €15 per MB, depending on where they are. These kinds of charges are simply not sustainable in the long term and could lead to companies putting limits on the amount of work done remotely. Reducing the price of data services addresses the real needs of business users and is exactly the direction the industry should go in order to drive up usage of 3G networks."

The **Monthly Travel Tariff** will be made available to Vodafone customers in Greece, Italy and Portugal in June, followed closely by Germany, the Netherlands and the UK in July. The tariff will also be made available to Vodafone customers in Hungary, Spain and Sweden in due course.

For data services within Italy, Vodafone Italia has introduced **Vodafone Data Free**, a price plan offering an easy and transparent means of using the Vodafone Mobile Connect Card, downloading and sending up to 1 GB every two months, paying a flat rate charge of €50.

List of Vodafone and Partner operators offering access to the new roaming tariffs:

Country	Operator	Country	Operator
Austria	A1	Netherlands	Vodafone
Belgium	Proximus	Portugal	Vodafone
France	SFR	Slovenia	Si.Mobil
Germany	Vodafone D2	Spain	Vodafone
UK	Vodafone	Sweden	Vodafone
Greece	Vodafone	Hungary	Vodafone
Ireland	Vodafone		