



VODAFONE ANNOUNCES THE INSTANT MESSENGER LINKING MOBILES AND PCS IN COLLABORATION WITH MSN

Free messages for Vodafone customers until November 30

Milan, October 25, 2005 – Vodafone announces the launch of an innovative instant messaging (IM) service, linking mobile phones and PCs, in collaboration with MSN. Customers can verify their friends' availability and send **instant messages** from **Vodafone Messenger** – using a mobile phone – to **MSN Messenger** – using a PC – and vice versa. The launch of the new instant messaging function means that MSN and Vodafone are increasing their customers' communication capacity and making a new experience available to all those who wish to remain in contact with friends, relatives and colleagues.

Launched experimentally last July, the service involves payment for the message by the sender. Vodafone customers can choose, just as they already do, between a prepaid service or have the sum charged to their monthly bill, whereas MSN Messenger users can buy special prepaid packages.

Vodafone customers can try out the new service until November 30, 2005, thanks to a promotion enabling users who access Vodafone Messenger via WAP to send free messages both to Vodafone and MSN customers. The promotion does not need to be activated.

The new service links users of MSN Messenger, the world's biggest instant messaging service with over 165 million users, and customers of Vodafone, an operator boasting 165 million subscribers worldwide, thanks to the growing popularity of instant messaging via PC and mobile phone. The new service linking PCs and mobile phones further consolidates the success of text messages and introduces more advantages: immediacy, the capacity to verify if a contact is available to receive an instant message (presence) and the possibility of visualising the text of the entire conversation on a PC or mobile phone display.