

**VODAFONE ITALIA LAUNCHES THE SAMSUNG SGH-P920  
FIRST CELL PHONE FOR MOBILE DIGITALTV**

*Milan, April 27, 2006* – Vodafone Italia and Samsung Electronics Italia launch the company's first mobile phone TV using the DVB-H (Digital Video Broadcasting Handheld) broadcast standard. The first SGH-P920 mobile phone will be available on the market at the end of the summer.

Following the agreement with Mediaset signed last week to develop and consolidate the technological and commercial launch of mobile digital terrestrial television, Vodafone is now announcing its partnership with Samsung for the spread of the new DVB-H cell phones. The agreement with the Korean multinational means that Vodafone Italia's customers will be able to view mobile TV programmes on special monitors with the digital quality of DVB-H technology.