



PRESS RELEASE

Grandi Navi Veloci's cruise ferries are being turned into a form of "new media" as part of a novel advertising campaign to publicise Vodafone's international roaming services.

Posters advertising the "Vodafone Passport" and "Vodafone Free Roaming" promotions will be seen on the M/V Victory and M/V Majestic during July and August, as they travel the routes between Genoa and Barcelona and Genoa and Tunis.

Agreement between Grandi Navi Veloci and Vodafone for a **new type of communication initiative on board the cruise ferries** run by Italy's number one operator of passenger and freight services.

In order to promote the mobile giant's new international roaming services, GNV and Vodafone have decided to use the vessels travelling to Tunisia and Spain in July and August as an alternative kind of media, by putting up advertising posters.

The ferries involved are the "Majestic", which runs between Genoa and Tunis three times a week, and the "Victory", which makes three journeys a week from Genoa to Barcelona. Altogether, the two vessels transport over 50,000 people on the two routes during the two summer months.

For this reason, the Company has devised a specific plan with the aim of achieving maximum visibility for the message at the busiest points around the ferries, whilst ensuring the campaign is in keeping with the usual high levels of service and comfort provided by GNV vessels. Majestic and Victory, together with La Suprema and La Superba, offer a broadband satellite service that allows passengers to use their GSM phones and the Internet whilst at sea. By the end of the year satellite communications networks will be installed on all ferries in the fleet.

For GNV, the agreement forms part of its strategy of developing advertising initiatives in line with its own objectives and positioning, taking account of the fact that GNV's entire fleet of 8 cruise ferries transports around 1,300,000 passengers a year, providing very high quality potential contacts with large numbers of people.

For Vodafone, the project is just one part of a campaign focusing on various media, designed to support the Group's Vodafone Passport and Free Roaming offerings. The advertising campaign involves the use of both classical media, such as press and posters, and targeted initiatives in collaboration with tour operators, such as GNV.

The campaign, created by the JWT agency, focuses on 2 subjects: "Vodafone Passport" for the Genoa - Barcelona route and "Vodafone Free Roaming" for the Genoa – Tunis route.