

TOTTI AND GATTUSO ON A SPECIAL MISSION FOR VODAFONE

*MISSION GOOD MORNING, THE NEW ADVERTISEMENT CAMPAIGN ON AIR FROM
13 SEPTEMBER*

Milan, 12 September 2006 – Mission Good Morning – Vodafone special agents Francesco Totti and Rino Gattuso's first mission begins tomorrow. The new advertising campaign starring the two Italian football stars, recently crowned World Cup champions, will be broadcast by the principal national channels.

The ads imitate the atmosphere and situations to be found in American action movies and show Francesco and Rino in the role of two Vodafone Special Agents whose goal is to improve people's lives. Driving a bright red Maserati Gran Sport, they complete a new mission in each episode, each time uncovering an exclusive service presented by Vodafone. Up-to-date versions of Sonny Crockett and Rico Tubbs (the famous Miami Vice pair), they are both very stylish and elegantly clothed in such a way as to reflect their personalities: Francesco wears a dark pinstripe with a black shirt, Rino a black T-shirt and black leather jacket. The new communication strategy confirms Vodafone's goal of meeting customer needs, as asserted in the "Life is Now" claim.

The soundtrack for the new ads is Gnars Barkley's song "Crazy", a big hit in the summer of 2006. In this way Vodafone intends to confirm its interest in music, by choosing major hits, just as it did with Ligabue's "Happy Hour", winner of Festivalbar 2006, selected as the soundtrack of the summer campaign.

The first mission in the new series is devoted to the new **Good morning Vodafone** promotion: for all those who decide to become Vodafone customers, the first call and SMS of the day are free. The agents' goal is to find a beautiful girl before she wakes up and inform her of the promotion. The female lead role is played by Laura Chiatti, well-known to the public as the protagonist with Silvio Muccino of the 00Summer ads.

The ad, produced in a 30-second version, was filmed in Rome under the direction of Paolo Monico. The production house is Mercurio Productions. The advertising agency is McCann Erickson, the creative directors are Milka Pogliani and Dario Neglia. OMD was responsible for the planning on all national networks.