

VODAFONE MY MAIL: YOUR E-MAILS ON YOUR MOBILE FROM TODAY!

Milan, 20 September, 2006 – Vodafone announces the launch of My Mail, the exclusive service available to all Vodafone customers, who are offered a simple and immediate way to manage e-mails in their personal e-mail account directly from their mobile.

Every time you receive an e-mail, Vodafone My Mail will send you a free message on your mobile phone. By clicking on the message you can visualise and answer your e-mails, just as you do from your personal account. Depending on the type of mobile used, the service also allows you to consult attached files.

The Vodafone My Mail service is available on all mobile phones provided with e-mail and/or MMS functions. If your cell phone cannot receive e-mails, the service allows you in any case to visualise text and pictures included in your e-mail messages and answer in MMS mode.

To activate the Vodafone My Mail service, just connect to Vodafone live! from your mobile, go to Vodafone My Mail and type in your personal e-mail address and password. You can also activate the service through the www.vodafone.it website (*and then complete your subscription by linking up with your mobile to the Vodafone live! portal*).

Vodafone My Mail can handle up to 5 e-mail accounts. The service is activated and messages are sent free of charge. Downloading e-mail messages costs a minimum of €0.29 (to read and send text only e-mails). For more information about the service visit www.vodafone.it.