



VODAFONE AND DISNEY LAUNCH A PHONE FOR PARENTS

LEADING TELECOMMUNICATIONS AND ENTERTAINMENT COMPANIES
ANNOUNCE FIRST RESPONSIBLE SOLUTION ENSURING SECURITY,
EASE-OF-USE AND CONTROL

Milan, 12 October 2006 – **Vodafone Italia** and **Disney Italia** jointly announce the launch of the first mobile phone designed and produced to meet the communication and security needs of parents seeking a responsible solution when they decide to give their children a cell phone. In this way **Vodafone** and **Disney**, who are the first in Italy to offer such a product, aim to respond to the new needs of parents identified as a result of market research, changing social trends and feedback received by Vodafone during consultation with a number of NGO's.

According to research carried out by **Eurisko**, one in two children between the ages of 8 and 13 possess a cell phone. And this percentage is even higher as young people grow older, rising to 90% between the ages of 14 and 17. The main reasons for parents to give a cell phone to their children include the desire to be able to keep in touch with them, and the need for security and control.

The **D 100 Vodafone Disney Primofonino**:

- is **secure**, as it allows the parent to know who their child is talking to, or with whom they are exchanging text messages, thanks to the option of blocking calls or text messages if they are not made or sent from or to one of the numbers in the contacts list, thus enabling parents to keep a constant check on the list of people with whom their child can communicate;
- is **easy to use**, as it enables the user to contact a parent directly and simply by pushing just one key;
- is **protected**, in that it cannot access any type of multimedia content or web site, as it is not enabled for this kind of service;
- is **just right** for use by young people thanks to its sturdy and attractive design;



- is **money-saving**, as Vodafone's services give parents full control over their child's expenditure.

*"Given that there is currently no specific phone on the market for children, offering the kind of security they require," explains Paolo Bertoluzzo, Chief Commercial Officer of **Vodafone Italia**, "**Disney and Vodafone** have decided to join forces in order to create the first and only product on the Italian market to offer the necessary ease-of-use and security, targeted at parents who decide to give their children a cell phone. We want to give parents who come into our outlets to buy a phone the chance to choose a product designed specifically to meet their needs".*

*"A growing number of Italian parents are buying cell phones for their children," says Fiorenza Sarotto, Vice President Marketing at **Disney Italia**, "with the aim of keeping in touch with them. Yet, at the same time, they are worried that their sons and daughters will gain access to inappropriate web sites, that they do not know who they come into contact with or that they will not be able to keep a check on the costs. Thanks to the security it offers, this cell phone is a practical solution designed to ease these concerns".*

The **D-100** is the first product in the new **Vodafone Primofonino** range, and will be available in all Vodafone outlets and Disney Stores from the first half of October. The package includes a guide for both parents and children on how to use the phone responsibly, and contains advice for parents to help them use it correctly.