

TOTTI AND GATTUSO ON ANOTHER MISSION FOR VODAFONE NO PROBLEM

New soundtrack: Blondie's "Call me"

Milan, 30 January 2007 – Vodafone special agents Francesco Totti and Gennaro Gattuso are back on air in a new episode of Mission NO PROBLEM. The new mission concerns the NO PROBLEM 1000 tariff plan, thanks to which customers can talk for 1000 minutes a month with all numbers and receive a Samsung Z720V mobile phone free.

In the new ad special agents Totti and Gattuso drive around the city in their bright red Maserati with a Vodafone license plate – their aim is to solve the city's telephone problems. As they lie under a car with a mechanic or run up an escalator after a young businessman, our heroes take note of what people really wish for: a functional, elegant mobile phone and the chance to speak with everyone as much as they want. NO PROBLEM. The Vodafone special agents are ready with the solution: packages containing the new Vodafone NO PROBLEM promotion. Mission accomplished once again.

The spot's new feature is the soundtrack of Totti and Gattuso's adventures, Blondie's "Call me", the legendary Eighties hit and main theme of the film "American Gigolo".

For 39 euros a month, the Vodafone NO PROBLEM tariff plan enables customers to talk with ALL numbers at 0 cents a minute for up to 1000 minutes a month, receive the latest Nokia N70 or Samsung Z540V mobile phones free, receive special assistance 24 hours a day and enrol in Top Club Vodafone with exclusive benefits.

The ad was filmed in Rome under the direction of Paolo Monico. The production house is Mercurio Productions. Advertising agency McCann Erickson, creative director Milka Dario Neglia. OMD is responsible for the planning of two 30-second versions on all the principal national networks.

For more information on the NO PROBLEM promotion, visit the site www.vodafone.it.