

**VODAFONE CLARIFIES SITUATION REGARDING VOICE SMS
ULTERIOR MOTIVES BEHIND CRITICISM, FULL INFORMATION BELOW**

Milan, 21 March 2007 - Vodafone has rolled out its voice SMS service in March. Thanks to this new service Vodafone's customers can receive a voice message free of charge from anyone who has been trying to call them whilst they were not able to answer the phone.

Following the launch of this service inaccurate information on how it works, how to use it and what it costs has begun to appear on mobile phone forums and web sites, and to circulate among consumers and customers.

The spread of this information has led to uncertainty about the nature of the service and Vodafone Italia would thus like to clarify the situation:

The service works as follows:

- it enables callers to send a voice message when the person they have called has either switched off their phone or is unavailable;
- the caller hears the following free message: "Vodafone Voice SMS, this is a free message. The person called is currently not available. To send a voice SMS speak after the tone and then hang up. Info and costs are available at free phone 42055"
- the customer can choose to either hang up or record a message in their own voice after the tone.
- the free message lasts 15 seconds
- The message is followed by a few seconds silence
- The silence is followed by a tone. At this point the customer can record their message.
- If the customer doesn't speak, or they speak for less than 2 seconds, the message is not sent and the customer does not pay
- Voice SMS costs the sender 29 cents.
- It is free for the person who receives the message.
- the service can be deactivated by calling 42070 free of charge or by visiting the "self-help" section of www.vodafone.it.

Contrary to reports from other sources:

- the customer has 15 seconds, and not 1.5 seconds, to hang up before they are charged anything for the voice SMS
- there is no charge of 10 cents when the voice SMS is listened to. As we have said, it is free.
- charges for use of the answering machine service have not changed.

In response to the continuing disinformation campaign, from yesterday Vodafone Italia has temporarily suspended the service in order to eliminate any doubts and respond to any unfair criticism.

Vodafone Italia would like to thank all the customers who have contacted us with their views about voice SMS. As always, we can be contacted by our customers through the usual communication channels.