



# news release

## VODAFONE LAUNCHES EURO TARIFF

### FIRST IN ITALY, AVAILABLE FROM 29 JULY

#### **EURO TARIFF JOINS PASSPORT AND THE OTHER OFFERINGS FOR MAKING CALLS AND SURFING THE WEB WHEN ABROAD**

*Milan, 13 July 2007* – Vodafone Italia is extending its range of offerings for making calls from abroad. From 29 July, ahead of the other mobile operators and before the date set by the European Union, the Company is presenting **Euro Tariff**, the tariff for calls to countries of the European Union at the cost of **58.8 cents per minute** for out-going calls and **28.8 cents per minute** for incoming calls. An SMS is priced at 25 cents, an MMS at 50 cents. Euro Tariff can be activated by calling the free number 42070. The activation of Euro Tariff implies the de-activation of **Vodafone Passport**, the innovative voice tariff launched in June 2005, which has significantly lowered the cost of roaming and attracted over 12 million customers in various countries.

**Vodafone Passport** enables customers to bring their domestic tariff with them when travelling abroad: all Vodafone Italia customers who access Vodafone Group networks in 33 countries can use their domestic voice tariff, simply paying €1 at the start of the conversation. Moreover, they can receive calls at the cost of €1 every 30 minutes. **Vodafone Passport** can be activated free of charge by calling the number 42070.

Other tariffs and promotions for calling and surfing the internet when abroad:

**Free Roaming.** The promotion for customers travelling to countries where the Passport option is not available. Calls made in \*123\* mode during the period to which the offer applies will be reimbursed, up to a maximum of €250. Free Roaming can be activated from 10 June to 31 August 2007 and applies for a period of 30 days. On de-activation of the service, customers will be reimbursed the amount effectively spent through a top-up of their available traffic. The sum reimbursed may be used, without a time limit, to call fixed-line and mobile numbers both in Italy and abroad. The promotion can be activated by prepaid customers at the cost of €5 by calling the free number 42070.

**Daily Travel Tariff** is the new daily tariff for customers who wish to surf the internet when abroad. Daily Travel Tariff offers all Vodafone contract customers access to the internet when overseas through Vodafone Group or partner networks, making available up to 50MB of data traffic, from the moment they link up to midnight of the same calendar day (Italian time), for a fixed fee of €15. Volumes of traffic exceeding 50MB generated within the period to which the daily tariff applies will be priced at the promotional rate of €3.6 per MB (VAT included), based on prepaid units of 100KB.

**Weekly Travel Tariff** is for customers who wish to surf the internet and send and receive data when travelling abroad. The promotion gives all Vodafone customers who use roaming through

Vodafone Group or partner networks 10MB of data traffic for 7 days for a fixed fee of €15. Weekly Travel Tariff can be activated free of charge by all contract and prepay customers for an unlimited number of times, up to 15 September 2007. Volumes of traffic exceeding 10MB generated through Vodafone and partner operators within the period to which the promotion applies will be priced at the promotional rate of €0.0006 per KB (the equivalent of €6 per MB, VAT included), based on prepaid units of 100KB.

The above tariffs include VAT.

For more information about tariffs and promotions for making calls and surfing the internet when abroad, visit [www.vodafone.it](http://www.vodafone.it)