



news release

WEB IS NOW: MOBILE INTERNET ERA BEGINS

GOOGLE MAPS, YOU TUBE, eBAY, MYSPACE, E-MAIL AND THE SITES OF MAJOR NEWSPAPERS ON VODAFONE CELL PHONES

ON *SECOND LIFE* FROM JANUARY 2007

Milan, 16 July 2007 – With the aim of offering its customers the best of the internet on their mobile phones, Vodafone announces the launch of Vodafone live! Internet. Following the announcement of agreements with the giants of the internet in February 2007, Vodafone is now consolidating its strategy designed to meet its customers' total communications needs. Through Vodafone live! Internet mobile phones become an all-round communication tool not only for voice and SMS, but also e-mail, video-sharing, online auctions and social networking - all the activities and services normally available via PC are now also available in a mobile version.

New services include:

Google Maps: the mobile version of Google's maps can be downloaded from Vodafone live! Internet in Java format, enabling customers to access maps and sites of local interest directly from their mobile phone.

eBay: a new service enabling eBay Vodafone customers to monitor their purchases and bids at any time and to take part in auctions while on the move. The software for access to eBay can be downloaded free of charge from the Vodafone live! Internet site.

MySpace: Vodafone customers can use the services of the social networking site while on the move. Customers can benefit from exclusive access to MySpaceMobile to use their MySpace profile, find friends and make new friends, add photos and create blogs, as well as receive and send MySpace messages via mobile phone.

YouTube: the mobile version of the popular video-sharing site is available for all Vodafone customers from the beginning of June 2007. The service can be accessed from the Vodafone live! Internet site and enables customers to use YouTube services directly on their mobiles. Every day YouTube offers a selection of the best videos so that Vodafone customers can access the most interesting anywhere and at any time.

Moreover, the sites of the principal Italian dailies, including Repubblica.it, Corriere della Sera.it and La Gazzetta dello Sport.it, can be accessed directly via mobile phone.

To get the best out of the Company's mobile internet services, Vodafone is presenting the very latest model, the **Samsung i620v**, exclusively for its customers. Thanks to Super

UMTS broadband technology, 5 times faster than a normal UMTS cell phone, a complete keypad and a 2.2" display, surfing the net is even easier and faster, just like being connected to your PC. The Samsung i620v comes with a 2 Mega pixel camera and the Windows Mobile 6.0 SP operating system and supports video calling and Vodafone Mail, the innovative service enabling customers to manage their e-mail messages on private or business accounts directly from their mobiles.

Samsung i620v is available exclusively in Vodafone shops for €399.

The new Mobile Internet Promotion. Vodafone customers can surf the web from their mobiles and access their favourite internet sites while on the move, paying a single, easy-to-understand and economical tariff, with the new offer providing internet access for just €5 a month (including VAT), plus 25 cents for each access. Call the number 42070 to activate the promotion for any Private tariff plan and any Vodafone live! phone. The Mobile Internet Promotion is valid for 30 days after the date of activation. The offer is automatically renewed every month at the same price at the time of activation. If you do not want the promotion to be renewed, call the free number 42070 at any time.

The **Vodafone live!** Internet site has been given an entirely new look for the occasion, with new graphics, new content and navigation now even more similar to a proper website.

From January 2007 the Vodafone Group is on **Second Life**. The world's most famous virtual reality site has a *Vodafone island*, a world of sounds and colours where customers and Second Life residents can get the brand experience of Vodafone. This includes butterfly rides, a sound wall experience, and much more.

To promote the new offer, Vodafone has launched an innovative advertising campaign entirely devoted to the world of the internet. The campaign's slogan is "*Your internet on your mobile*" to testify, along with the "*Web is Now*" claim, that Vodafone offers the best of the web at any time. The campaign consists of banners and video-banners in various formats and sizes that will feature widely on all major websites. Partner sites (including eBay and MySpace) and the Vodafone.it home page will also ensure constant visibility for the new initiative. The creative agency is MRM Worldwide (McCann Worldgroup), while media planning was done by OMD.

For more details about the Mobile Internet Promotion and more information about the new services and the innovative **Samsung i620v**, visit www.vodafone.it.