



## news release

### VODAFONE ENTERS INTO HOMES FROM OCTOBER

#### VODAFONE CASA LIBERA

**Only one phone for calls made and received from home and when on the move**

**No line rental, no fixed charges, easy to use**

*Milan, 1 October 2007.* From October, Italians can start using Vodafone to make calls from home. Vodafone is launching **Casa Libera**, the first solution that does away with the line rental or other fixed charges, and depends on just one operator and one handset for all calls made and received from home and on the move.

Not just the launch of a new product, but the first step towards a market based on competition, freedom and high-quality service.

Vodafone is breaking down the last barrier between home and mobile phones, presenting Italians for the first time with an offering that meets their need for cheap, simple, high-quality communication services.

**Vodafone Casa Libera**, which will be available on the market from the end of October, is to be the first of a wide range of services for consumers and businesses to be offered by Vodafone, using a vast portfolio of both radio and DSL technologies.

The new offering eliminates the line rental for home landlines and all related fixed activation charges. **Vodafone Casa Libera allows phone users to transfer their home number onto their mobile** or to activate it on a new cell phone for use at home, just like a cordless. Calling from home is simple and cheap – no line rental, no fixed charge, only 5 cents per minute and a 15-cent connection fee to all landline

numbers. For all other calls to mobile numbers and when not at home customers will be charged according to their usual mobile price plan.

Vodafone Casa Libera allows people to receive all calls made to their home number directly on their mobile free of charge when at home. Nothing will change for callers to fixed-line numbers that have switched to Vodafone – the call will still cost the same as a normal landline call.

When they are not at home, customers will be informed of the call via SMS and can choose whether to activate the answering service. It is possible to receive calls on up to three SIM cards with three mobile numbers. The service is available for all mobile phone models.

Finally, Vodafone is launching **Vodafone Casa Senza Limiti** for families who use their home phone to call other fixed-line numbers on a regular basis. The offering consists of 3000 minutes per month to landline numbers throughout Italy for a monthly charge of €19.