



news release

VODAFONE PRESENTS THE FIRST PODCAST FOR MOBILES

VODAFONE PODCAST, ENTERTAINMENT AT ITS BEST DIRECTLY ON VODAFONE LIVE! UMTS CELL PHONES

Milan, 15 October 2007 – Podcasts on your cell phone - Vodafone is launching **Vodafone Podcast**, the first podcast in a mobile version, enabling mobile users to receive the best in radio, TV and internet broadcasts as well as the latest on football directly on their Vodafone live! UMTS cell phones.

Vodafone Podcast can be accessed from the Vodafone live! site and through a special player to be downloaded on to mobiles. It presents a range of top-level content updated daily, ranging from the most popular broadcasts from Radio DeeJay (DeeJay Chiama Italia, Il Volo del Mattino), MTV and La7 to La Repubblica news and columns, OVO cultural entertainment and the very latest on football.

Finally, via the Option channels customers can access a range of content exclusively offered by Vodafone, including **Quasi TG**, Italy's first surreal news bulletin presented by Rocco Tanica and resulting from the collaboration between Vodafone Italia and YAM112003, an Endemol Italia group company, and Albertino's famous furniture maker from Cantù, **il Ranzani**.

To register for Vodafone Podcast, go to the Vodafone live! site and click on the Podcast icon to subscribe to your favourite channels and receive an automatic message on your cell phone as soon as a new episode is available.

The service consists of three different offers:

Free Package

The free package includes the following channels:

- DeeJay Chiama Italia
- Il Fatto di Repubblica
- Chiamate Roma Triuno Triuno
- Oroscopo
- Sportflash di Repubblica
- OVOToday
- Star Control di Repubblica
- Fashion di Repubblica
- Hi-Tech di Repubblica
- Vodafone Channel

All Vodafone customers will receive the episodes available included in the Free package free of charge, paying only the cost of access to Vodafone live!, which is 29 euro cents (including VAT).

Premium Package

Customers who sign up for the Premium Package can enjoy all the channels available without limits, including:

- Il Volo del Mattino
- Sciambola
- MTV Very Victoria
- Crozza Italia
- DeeJay All the Best
- OVOpedia
- Il Punto di Repubblica
- Le Invasioni Barbariche
- La Nota di Gianni Mura
- OVO biografie
- MTV Total Request Live
- Pianeta Blu di Repubblica
- Il meglio di Zelig

Optional channels

Finally, the offer includes a wide range of optional channels to which customers can subscribe at the cost of €2 per week each:

- Quasi TG
- Il Ranzani
- Podcast Bianconero
- Podcast Rossonero
- Podcast Nerazzurro
- Podcast Giallorosso

For more information on Vodafone Podcast, go to www.vodafone.it