



news release

VODAFONE-TOURING CLUB ITALIANO AGREEMENT ANNOUNCED

MANY SPECIAL PROMOTIONAL OFFERS FOR TOURING CLUB ITALIANO MEMBERS

Milan, 24 October 2007 - Vodafone Italia and Touring Club Italiano have reached an agreement establishing that members of Italy's most popular tourist association, which has been committed to spreading and promoting the culture of tourism in Italy for the past hundred years and more, can benefit from promotional offers and special price plans.

From the end of September, Vodafone is offering all TCI members who have confirmed their membership for 2008 the opportunity to activate a new top-up SIM card free of charge for 3 months by activating the Infinity promotion, which enables them to call all Vodafone numbers and pay only for the first minute of each call.

Moreover, from November 2007 members can all subscribe to the new Vodafone FACILE plan at special conditions. They can subscribe to the new Vodafone all-in-one plans to call, send messages and surf the internet with a 50% discount on the first 4 monthly instalments.

What's more, from 8 October 2007 to 29 February 2008 all Top Club customers in the Vodafone One programme who join the Italian Touring Club for 2008 will benefit from a special welcome offer. The new members will receive a 200-point Vodafone One bonus and 3 guidebooks from the Viaggialibri series: Ristoranti in Viaggio (Restaurants on the road), Alberghi a tre stelle (Three-star hotels) and Vacanze creative in agriturismo (Creative holiday farm vacations). In the same period Vodafone will be offering as prizes 3 one-week holidays in one of the Touring villages at La Maddalena, on the Tremiti islands or at Marina di Camerota in June and September 2008.

For more information on plans, promotional offers and this initiative visit www.vodafone.it and www.touringclub.it.