

VODAFONE LAUNCHES NEW HANDSET RANGE

ELEGANT DESIGN AND UNIQUE STYLE TO GET BEST OUT OF ALL VODAFONE SERVICES

Milan, 16 November 2007- Vodafone is adding 4 new exclusive models to its range of mobile phones. Following the successful launch last year of the VF 710, Vodafone is now consolidating its presence in the handset market with stylish new mobile phones equipped with cutting-edge technology.

The following is the complete range of new Vodafone branded handsets, created in collaboration with leading technology partners:

- **Vodafone 810 UMTS**, the latest ultra-stylish slider is the perfect solution for customers requiring an exclusive device packed with cutting-edge technology, a camera, MP3 player and Bluetooth.

- **Vodafone 720 UMTS** comes in a modern, stylishly tough clam shell design, with a 2 megapixel camera to take and send pictures via MMS, MMS video or Bluetooth.

- **Vodafone 715 UMTS**: the mobile phone created to get the very best out of the innumerable UMTS multimedia services delivered by Vodafone, with an integrated easy-to-use 1.3 megapixel camera to take photos and send videos via MMS Video and MMS, and share pictures and emotions with your friends.

- **Vodafone 226**: the ultra-compact mobile phone with a minimalist design. Only 11mm thick, it is particularly versatile and easy to carry. The Vodafone 226 includes all the basic features for daily use as well as vibration mode and an integrated handsfree speaker.

The features, design and functions offered by these 4 models have been devised and developed especially to improve the customer experience in using all the services offered by Vodafone. The UMTS (**Vodafone 810, 720 and 715**) handsets are produced for Vodafone by China's **Huawei Technologies**, the result of a strategic alliance in the mobile phone sector dating back to February 2006.

The Vodafone branded UMTS handsets use **Qualcomm** technology and in particular the MSM 6245 chipset, resulting in high-performance, stylish mobile phones at competitive prices.

The ultra-compact, easy-to-use Vodafone 226 is produced by Sagem.

Thanks to the new models, Vodafone is offering its customers handsets in line with the best products on the market today as to quality, technology and price, with the additional bonus of the Vodafone brand guarantee and value. The new range of mobiles offers easy access to all **Vodafone live!** services and the new **Vodafone live! Mobile Internet** portal for news, music and entertainment and to **Vodafone Mobile TV** to see the latest news bulletins or an episode of your favourite TV series.

Besides Italy, the handsets will be launched in the UK, Germany, Spain, Greece, Netherlands, Rumania and Portugal.

A press campaign in a number of leading periodicals has been planned to support the launch. The agency is McCann Erikson, whilst the creative director is Chiara Castiglioni. Planning is by OMD.

For more information on the new handset range visit www.vodafone.it.