

VODAFONE: IT'S CHRISTMAS TIME WITH 00 CHRISTMAS CARD

00 CHRISTMAS CARD PAROLE TO SPEAK WITH EVERYONE

00 CHRISTMAS CARD MESSAGGI TO SEND AS MANY MESSAGES AS YOU WANT

CHRISTMAS PASSPORT WHEN TRAVELLING ABROAD

Milan, 23 November 2007 - **00 Christmas Card**, the new Christmas promotion by Vodafone, can be activated from 25 November 2007 to 13 January 2008 and has been specially designed with Vodafone's private prepaid or contract customers in mind. 00 Christmas Card offers phone calls for up to 500 minutes per day and 500 minutes of video calls to all Vodafone numbers at 0 cents, with a connection charge of 19 cents. Customers can also send up to 100 SMS and 100 MMS free every day to Vodafone numbers. Activation of the promotional offer costs €12.00 and has a duration of 30 days. For customers who choose to switch from a prepaid plan to the Vodafone Stile Libero or Vodafone Tempo Libero contracts, 00 Christmas Card will be activated free of charge.

For customers who wish to speak as much as they want with friends and family, Vodafone is presenting **00 Christmas Card Parole**, offering up to 500 minutes of conversation and 500 minutes of video calls per day to Vodafone Italia numbers. The connection charge for each call is 19 cents. The promotion costs €8.00 and has a duration of 30 days. Customers who choose 00 Christmas Card Parole can also activate, at an additional cost of €2.00, the promotional offer that enables them to speak to all other mobile network numbers for up to 1000 minutes per month at 7 cents per minute, with a connection charge of 19 cents.

For customers who want to send season's greetings via SMS and MMS, Vodafone is presenting **00 Christmas Card Messaggi**, to send up to 100 SMS and 100 MMS for free to all Vodafone Italia numbers. 00 Christmas Card Messaggi has an activation cost of €8.00 and a duration of 30 days. Customers who choose 00 Christmas Card Messaggi can also activate, at an additional cost of €2.00, the promotional offer that enables them to send up to 100 SMS free of charge for one month to all numbers of other operators.

When the 00 Christmas Card and 00 Christmas Card Messaggi promotions run out, customers can continue to benefit when sending messages thanks to **Infinity Messaggi**, the option that enables them to send up to 100 SMS and 100 MMS per day free of charge to Vodafone Italia numbers and only pay for the first message of the day. When the 00 Christmas Card and 00 Christmas Card Messaggi options run out Infinity Messaggi will be automatically activated at the special cost of €6.00 and renewed for up to 17 times. Customers will receive two SMS 15 and 3 days before the 00 Christmas Card or 00 Christmas Card Messaggi options expire, as a reminder that Infinity Messaggi is about to be automatically activated. Customers can always cancel their Infinity Messaggi subscription by calling the number 42070. On expiry of 00 Christmas Card and 00 Christmas Card Messaggi all Zero Limits customers can benefit from the new Zero Limits option. The new option will be automatically activated at the promotional price of €1.00 per week.

To activate the promotions **00 Christmas Card**, **00 Christmas Card Parole** and **00 Christmas Card Messaggi** customer just have to call freephone 42070 from 25 November 2007 to 13 January 2008, or go to the "190 fai da te" section at www.vodafone.it. The promotional offers have a duration of 30 days and cannot be re-activated.

Finally, Vodafone is presenting **Christmas Passport** for all customers travelling abroad during the Christmas period. The promotion enables customers to call all Vodafone Italia numbers from abroad at the cost of only €1.00 for 30 minutes. Moreover, customers who activate Christmas Passport can send up to 100 free SMS to all Vodafone Italia numbers during the 30 days in which the option is valid. The promotional offer can be activated from 1 December 2007 to 6 January 2008 by calling freephone 42070, including from abroad, at a cost of €8.00. Christmas Passport is valid in 36 countries and covers all the mobile operators in each country. The Christmas Passport option is open to customers who have activated Vodafone Passport (which can be activated free of charge by calling the number 42070), the innovative voice tariff launched in June 2005, which has significantly lowered the cost of roaming and attracted over 16 million customers in various countries.

For more information about **00 Christmas Card**, **00 Christmas Card Parole**, **00 Christmas Card Messaggi** and **Christmas Passport** call freephone 42070 or visit www.vodafone.it