

VODAFONE LAUNCHES NEW MIO BUSINESS CAMPAIGN

EMPLOYEES TO STAR ALONGSIDE RINO GATTUSO

Milan, 17 April 2008 - Vodafone is commencing a new TV advertising campaign to launch MioBusiness, the new subscription offering for professionals and businesses.

On air starting from Wednesday 16 April, the campaign is divided into three 30" episodes. For the first time, two Vodafone employees star alongside Rino Gattuso. The two amateurs, who play the role of Personal Assistants in the various episodes, normally work in the customer care centres in Ivrea and Catania. The adverts show Rino willing to listen to the needs and requests of various people from a variety of professions. A single message communicated by different voices, to represent the vast range of professions for which the new Mio Business offer is created. The new tariff plan consists of two options, with no fixed charge and all inclusive, in addition to a smartphone (choose among: BlackBerry 8110, Palm Treo 500v Nokia E65, Nokia 6120 classic) and access to advice from a Personal Assistant, in line with Vodafone's usual customer care policy.

The agency is McCann Erickson Italia, creative director Davide Rossi, executive creative director Milka Pogliani. Art and Copy by Emanuele Basso and Mattia Canovaro. The production house is H Films. The director is Brendan Gibbons. OMD is responsible for planning on all the principal national networks.

For more information about MioBusiness visit www.vodafone.it.