

Vodafone Friends Launched

First mobile social network

entirely dedicated to Vodafone customers

Milan, 28 April 2008 - Vodafone is launching Vodafone Friends, the new social networking platform that enables Vodafone's customers to communicate with their friends, create a personal space in which to share photos and videos and update their blog directly from their mobile.

In Europe several million telephone users avail themselves of social networking services from their PC or mobile phone. Now thanks to Vodafone Friends all Vodafone customers can use their mobiles to keep in contact with their friends and find new ones. The new service offers immediate, easy-to-use multiple multimedia functions via the WAP interface accessed from the Vodafone live! site or via the internet, by linking up to the website www.vodafonefriends.it.

Registered users each have a personal homepage, from which it is possible to access personal photos and videos, which can be downloaded both from the internet and via MMS. It is also possible to update personal blogs and view comments posted by other users, view stored messages exchanged with friends, and much more besides. Subscribers can also get to know new people by communicating with the over 100,000 other registered users via WAP, web, SMS and MMS, vote for their favourites and join the VIP Club.

And there's more to come. Over the next few weeks it will be possible to chat with some of the most popular showbiz figures among with the young. To take part, all you need do is access Vodafone Friends from the Vodafone live! site or from www.vodafonefriends.it.

Vodafone Friends has been created in collaboration with Neo Network – the Magnolia Group's digital entertainment company – which has also set up and managed a communication campaign launched on leading websites to promote the new service. In April, the agency will also support the creation of the It's Cool street marketing initiatives in major Italian cities including Milan, Pavia and Bologna.

For more information about Vodafone Friends, visit www.vodafonefriends.it.

