

Vodafone Italia launches ADSL

Vodafone station offers readily accessible In-home voice and internet

Bertoluzzo: bringing innovation, service and more competition to fixed-line telephony

Milan, 26 May, 2008 – Vodafone Italia announces the rollout of its ADSL service, consolidating its role as a total communications provider: one brand, one infrastructure, one commercial network and one customer service to meet all its customers' communications needs.

Vodafone's offering will be simple and innovative. Vodafone is the first operator in the world to develop and launch a solution combining voice with fixed and mobile broadband services in a single device, conceived and developed in Italy, once again confirming the Group's commitment to technological research and development.

The new **Vodafone Station** will bring Vodafone into customers' homes, offering ease of use and changing the way Italians make voice calls and surf the web. Thanks to the Vodafone Station, it is now possible to make voice calls and access the internet via ADSL from home without having to pay Telecom's line rental, whilst the integrated Vodafone Internet Key means that customers can have mobile broadband internet access even when away from home.

The Vodafone Station can be activated immediately, is very easy to install, and makes it possible to connect home phones and PCs via cable or wi-fi. The Vodafone Station offers voice calls and internet access using the best available technology, based on cable ADSL as well as mobile broadband, thanks to the integrated Vodafone Internet Key. The mobile broadband service is available immediately, allowing customers to make voice calls, surf

the web and exchange e-mails using both their home phone and computer immediately after purchase, without having to wait for the ADSL service to be activated.

“Vodafone Italia,” commented Vodafone Italia CEO, **Paolo Bertoluzzo**, “is completing implementation of the strategy launched with the introduction of *Vodafone Casa* and *Vodafone Rete Unica* and that continued with the purchase of Tele2. The process has seen us invest in innovation, service and skills, building next generation infrastructure for integrated services and creating a separate division of over 300 people to provide the new offerings, marking a unique event in the world of telecommunications. Thanks to the Vodafone Station, Italians will be the first in Europe to have innovative, easy-to-use and immediate broadband access from their homes and offices, taking advantage of Vodafone’s usual levels of service and quality. This initiative will see us bring further choice to the telecommunications market, boosting fixed-line competition, thanks to rigorous application and reform of the regulations, which will benefit the market and protect the investments made.”

Vodafone’s offerings will be launched by the summer, providing a range of simple services designed to meet the various needs of both private and business customers.